



OLSON RUGS

*America's Finest
Low Priced
BROADLOOM*

Actual
Color Photographs

Every Rug
REVERSIBLE
for Double Wear

Send us Your Old Rugs, Clothing!

SEND YOUR OLD RUGS, CARPETS CLOTHING, etc. Regardless of Colors!

GATHER up all the Old Rugs, Carpets, Clothing, etc. you can find and send them to us at one time just as they are. We do the rest! You may order any rug in this book, regardless of the colors in your materials. It does not matter whether the material you send is all old carpets or rugs—or a part of it is clothing. Don't hesitate to send worn materials. There is more good material in them than you may imagine. We guarantee every Olson Rug will be the same high standard of quality. We can use any of the following kinds of old carpets and rugs:

Axminsters Wiltons Smyrnas Frieze Twist
Velvets Broadloom Tapestry Orientals
Brussels Olson Rugs Fluff Rugs Ingrain
or any other kind of wool carpet or rug

Old Clothing and Other Materials. As you know, lots of the clothing we wear contains re-used and re-processed wools. The materials in wool clothing can be used to good advantage in the wool surface of the rug. You may send:

Wool—Sweaters, Coats, Suits, Shirts, Dresses, Skirts, Blankets, etc. (Knitted woolen things are especially good.)

Cotton—Shirts, Sheets, Pillow Cases, Table Covers, Toweling, Curtains, Draperies, Bed Spreads, etc. Cotton and other materials are used in the inner construction of the rug.

We Cannot Use: silk, rayon, cotton quilts, mattresses, rug pads.

If You Lack Enough Material—you can probably get some from friends. If you still lack the required pounds, we can furnish our carpet wools (if you wish) at 35c a pound.

If You Have No Scales

The following will give you the approximate weight of your old carpets and rugs.

Your old 9 x 12 ft. Rug will weigh:

Wilton and Other Fine Grade Rugs.....40 to 55 pounds
Better Grade Axminsters and Velvets.....30 to 38 pounds
Tapestry Brussels and Low Grade Velvets. 20 to 25 pounds
(Other sizes in proportion) The average weight of the old carpets or rugs is 2 to 4 pounds to each square yard.

(New Olson Rugs, 9 x 12 ft. size, weigh about 45 pounds)

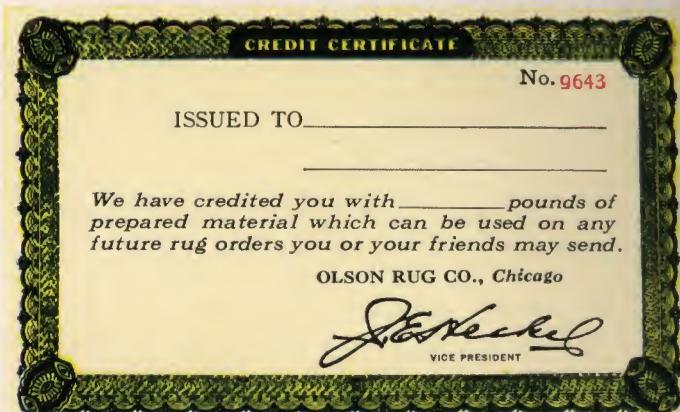
If You Have More Material Than Required

Many customers gather together all their old carpets, rugs, old clothing, etc., and when they have 50 to 200 pounds or more they ship it all by Freight at Our Expense—and we send them a Credit Certificate for the surplus. They get the materials out of the way—and we save freight on the one larger shipment.

If You Are Not Ready to Order, but Wish to Get Your Materials Out of the Way—

—Why Not Make One Large Freight Shipment Now at Our Expense. Write your name and address clearly on your FREIGHT RECEIPT (or on a piece of paper) and say—"I am shipping ____ pounds, I'll order later."—and Mail both of them to us. We will prepare your materials and send you a Credit Certificate for the pounds you sent as shown below.

WE DO NOT BUY OLD MATERIALS



One! Two! Three! and it's Done!



1 Fold over and roll up your materials (no need to wrap)—Phone your Railway Freight office to call at your home—and Ship at Our Expense. (See Page 5.)

2 From this complete catalogue it is so easy to choose just the right Color, Pattern and Size rug you need. Let the family help. Mail your order to us—we do the rest.

3 A week or two later your new Rugs can be on your floors. Your money back if you don't say "The loveliest rugs I ever had for so little cost." You Risk Nothing!

Copyright, 1947, Olson Rug Co.

THE MATERIALS IN YOUR OLD RUGS, CLOTHING ARE VALUABLE



Samples (actual size)
of wool rug yarn prepared
by the Olson
Special Process.

How the Valuable Materials in OLD RUGS, CARPETS, CLOTHING

ARE CONVERTED INTO NEW, REVERSIBLE,
BROADLOOM RUGS BY THE OLSON PROCESS

WOULDN'T you like to look behind the scenes of America's finest modern rug factory and see a few of the many wonders of scientific rug weaving that have thrilled our thousands of visitors—including the Decorating Editors of practically every woman's magazine, Home Making experts from leading Radio stations, writers, textile engineers, club women, church societies, teachers, college students, etc.

I am sure that if I could conduct you in person from one end of this plant to the other, you would understand why it is possible for us to offer a new and finer type of rug than can be secured elsewhere at twice the price. You would then understand why over two million women, accustomed to paying high store prices for one-sided Axminster, Velvet and Wilton rugs, now prefer to send their old materials to us and get modern, reversible rugs *Direct from the Olson Factory*, where there are no wholesalers', jobbers', retailers' profits or expenses to pay.



Soft, fluffy
wool that has
been reclaimed
from old
materials.

You Could Spend Days Here inspecting literally acres of the most modern rug making machinery—shredding machines—carding, washing and scouring, sterilizing, pickering, bleaching machines—great steaming dye vats—row after row of looms which for speed and efficiency have never been excelled.

What thinking man or woman fails to get a real thrill out of a worth while economy? This is why, included in our list of customers, you will find the names of three Presidents of the United States, well known Governors, a distinguished daughter of a famous president, an Eastern financier, etc.

Our Process is a Natural One. For years, steel, iron, tin, glass and many other materials have been reclaimed. Everyone knows that many fine writing

papers are made with discarded clothing. By the Scientific Olson Process we are able to reclaim the good seasoned wools that remain in all old rugs, carpets and clothing no matter how worn they appear to be.

This Is The Day of Specialists. I am sure you would marvel at the magnitude of this largest of modern rug plants with its hundreds of expert weavers, dyers, chemists, skilled artisans, engineers and specialists of all sorts most of whom have spent a lifetime perfecting their departments.

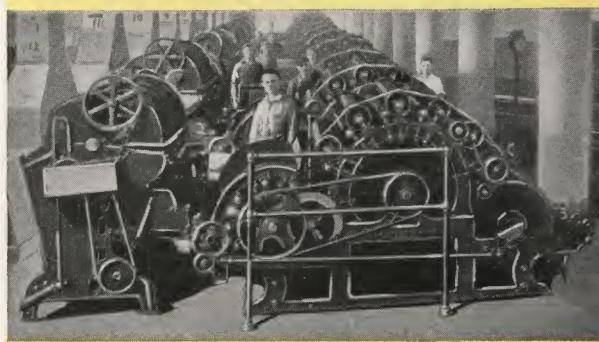


An accurate picture (actual size) of a piece cut from an Olson Rug to show the sturdy construction and deep pile on both sides (almost $\frac{1}{2}$ -inch thick).

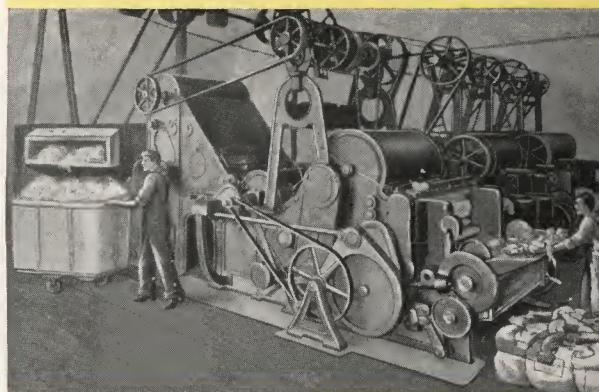
These new and finer type Olson Rugs are the crowning achievement of our 73 years of constant effort. Please do not confuse Olson Rugs with rugs made in the ordinary way from old carpets and rugs. They are absolutely different. Every Olson Rug is woven (next page)



Continuous washing, scouring, sterilizing, bleaching and dyeing machine 75 feet long.

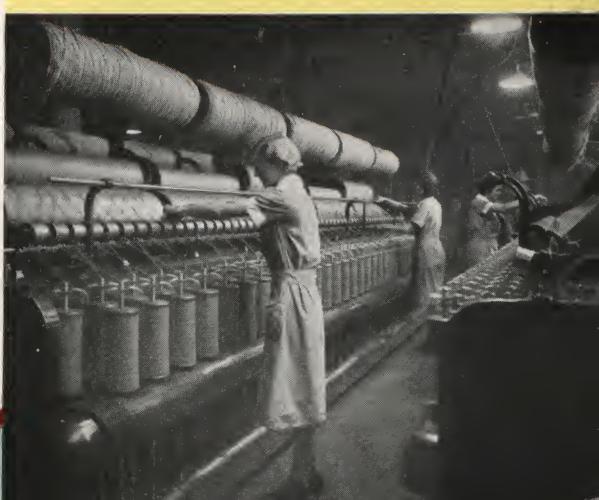


Great carding machines where the material is carded and combed into long, fluffy strands.



ABOVE: Here the old materials are cut and shredded—the good wools separated and prepared for carding.

BETWEEN: Spinning and twisting the yarn.





A few of the great looms that weave the beautiful, high-pile Olson Rugs shown in this catalogue. We have developed new methods of weaving which for speed and efficiency have never been excelled.

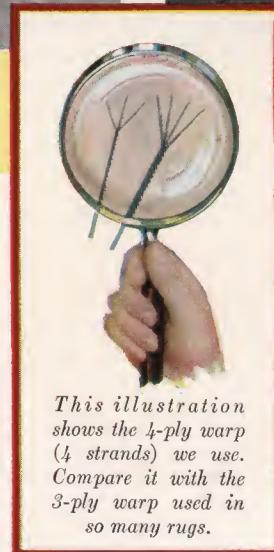


A section of one of our extensive weaving departments. Our new looms are the finest that human ingenuity can construct. Their speed and accuracy enable us to offer you finer rugs for less money.

with the same painstaking care and attention to detail that is employed in the weaving of the finest high priced Wilton Rugs.

By the Famous Olson Process, we sort, merge and reclaim the good wool and other materials in all kinds of old carpets, rugs, clothing, blankets, draperies, etc. We thoroughly scour, sterilize, shred, picker, card, comb, bleach and combine it into soft, fluffy, sanitary wool that looks and feels like costly new materials. This material is steamed and scientifically "treated" to give it fresh, new luster and resiliency—tightly spun, wound into skeins, expertly dyed with the finest of dyes, and woven on great power looms into luxurious, modern, seamless, reversible rugs as illustrated.

By our elaborate process of scouring, cleaning and boiling, every particle of dirt, all stains, etc., are removed. No germs could possibly survive



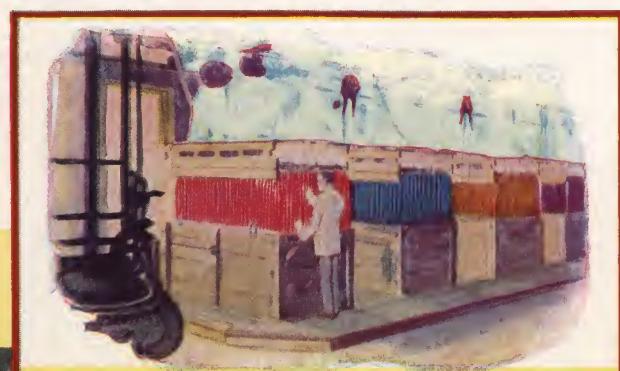
This illustration shows the 4-ply warp (4 strands) we use. Compare it with the 3-ply warp used in so many rugs.

this thorough sterilizing. The finished rug is immaculately clean, fresh and sanitary.

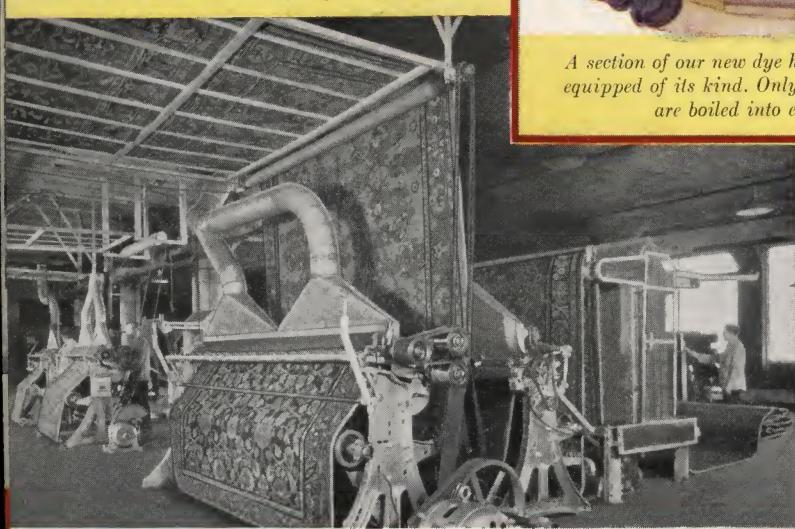
It Has Taken Us Over Half a Century of painstaking effort and constant improvement to make these finer Olson Rugs the excellent floor covering they are today.

If you will divide the cost of an Olson Rug, which can be used on both sides, by the greater number of years of wear and satisfaction it will give you, you can come to only one conclusion, "it is true economy to send in your old carpets, rugs and clothing and get beautiful, new reversible rugs at half the price of an ordinary one-sided store rug." We promise a pleasant surprise. Read our famous 73-year-old Guarantee of "Satisfaction or Your Money Back," printed on the center page.

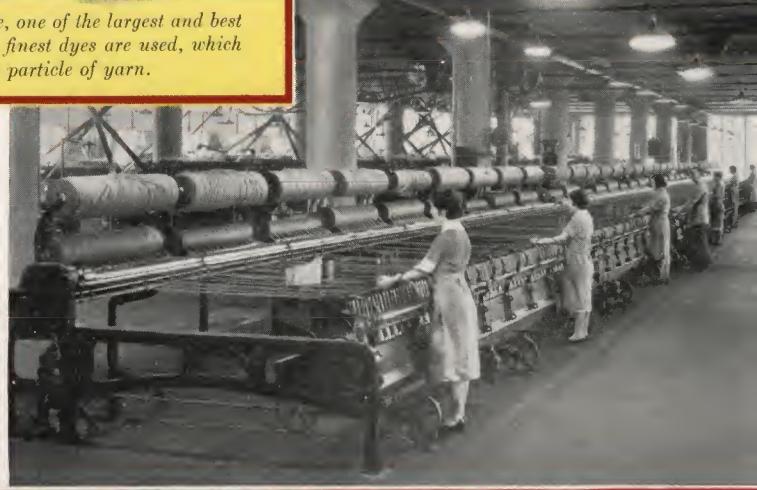
You cannot lose a penny. That is why we say "Send us Your Materials now and Try Olson Rugs at our Risk."



A section of our new dye house, one of the largest and best equipped of its kind. Only the finest dyes are used, which are boiled into every particle of yarn.



OLSON RUG CO. Chicago, New York, San Francisco



A small section of our spinning division showing some of the immense machines 125 feet long, that spin the wool into firmly twisted, high-grade rug yarn used in Olson Rugs.

WE PAY FREIGHT CHARGES

On Your Old Materials (if 30 Pounds or More)
FROM ANY PLACE IN THE UNITED STATES

How to Order and Ship—It's Easy!

ROLL UP ALL the old carpets, rugs and clothing you have just as they are without wrapping (30, 50, 100 pounds or **MORE**)—tie securely with ordinary rope or cord—attach our shipping tag and then

PHONE your nearest local Railroad Freight Office and tell them to pick up your material at your home; and



**SHIP IT ALL AT ONE TIME BY
FREIGHT—AT OUR EXPENSE IF IT
WEIGHS 30 POUNDS OR MORE!**

MODERN FREIGHT SHIPMENTS ARE FAST. Your material will reach us in 2 to 5 days. All railroads deliver to our doors over our own side tracks. No rehandling. No delays.

Be Sure To Mail Us The Shipping Receipt

The railroad will give you two receipts. You keep one and **MAIL** the other to us in the same envelope with your order blank. Please do **NOT** put them in your bundle. We must have this shipping receipt since we pay the shipping charges and guarantee the safe arrival of your material. Our customers pay the small shipping charges on the finished rugs.

Please Write Your Order on One of Our Order Blanks. It's simple, complete and helps to avoid delays. Fill in the Sizes and the Pattern Numbers of the rugs you want and the approximate number of pounds of old materials you are sending. Enclose, along with your order blank, any Credit Certificates you now have for materials from previous shipments. That's all—we do the rest. We'll send you a Credit Certificate for any material left over from your order.

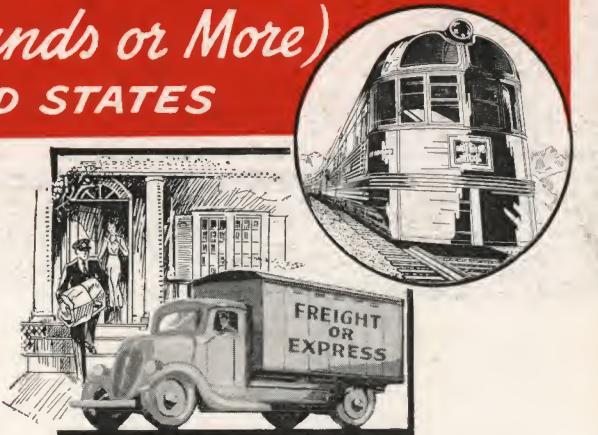
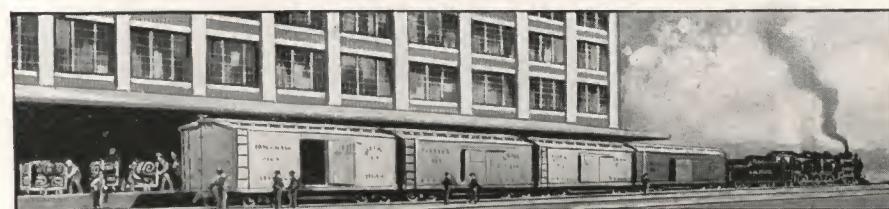
Why Shipment Should Be 30 Pounds or More

One of the reasons we have been able to maintain our high quality and low factory-to-you prices is because we have eliminated all unnecessary expenses. Small orders and small shipments of old materials are expensive to handle.

So please try to get enough material together to make a 30, 50, 100 pound bundle OR MORE so that you can ship it all in ONE SHIPMENT by FREIGHT — AT OUR EXPENSE.

We pay no more for a 100 pound freight shipment than for a smaller one. Figure your complete rug needs and if possible order at one time all the rugs you need now. If not satisfied, we will refund your money without question, as stated in our 73 year old Guarantee.

All railroads deliver to our doors over our own side tracks. No delays.



SMALL BUNDLES

(Under 30 Pounds)

BUNDLES under 30 pounds must be shipped Prepaid at the customer's expense. We suggest PARCEL POST or EXPRESS 2nd Class for these small shipments. Be sure to tell us on your order blank how you are sending and the approximate number of pounds. If you are shipping by Express, please MAIL your Express Receipt to us (with your order blank) which we must have because we guarantee the safe arrival of your material.

**If You Live in One of These States
Ship material to us at CHICAGO**

| | | |
|-----------|---------------------------------|-------------------|
| Alabama | Maryland | Ohio |
| Arkansas | Michigan | Oklahoma |
| Colorado | Minnesota | Pennsylvania |
| Delaware | Mississippi | South Carolina |
| Florida | Missouri | South Dakota |
| Georgia | Montana | Tennessee |
| Illinois | Nebraska | Texas |
| Indiana | New Mexico | Virginia |
| Iowa | New York | Washington, D. C. |
| Kansas | (not N. Y. City or Long Island) | West Virginia |
| Kentucky | North Carolina | Wisconsin |
| Louisiana | North Dakota | Wyoming |

**If You Live in One of These States
Ship material to us at NEW YORK**

| | | |
|------------------------------------|-----------------|--------------|
| c/o Bush Terminal, Brooklyn, N. Y. | | |
| Connecticut | New Hampshire | New Jersey |
| Maine | New York City | Rhode Island |
| Massachusetts | and Long Island | Vermont |

**If You Live in One of These States
Ship material to us at San FRANCISCO**

| | | |
|--|--------|------------|
| c/o Haslett Terminal, 285 Brannan Street | | |
| Arizona | Nevada | Washington |
| California | Oregon | Idaho |
| Utah | | |

HOW TO SEND MONEY

Mail Postal or Express Money Order, Bank Draft, Personal Check, or Cash by Registered Letter. *Many of Our customers mail check with the order if they are in an extra hurry for their rugs, or, you can remit later when we notify you your rugs are ready. MAIL your remittance—do not place it in your bundle.*



Number 4011

Grey Green A Delight to the Eye

IT is easy to understand why the popularity of Olson Reversible Broadloom rugs in solid colors becomes greater each year, for no lovelier background could possibly be found for furnishings of every type and period.

One of the most widely chosen colors is this practical, restful, easy-to-live-with Grey Green. Note how the rug lends spaciousness to this setting. It has depth and richness of tone—a luxuriousness underfoot that is very appealing.

We can give you sizes to fit every conceivable room—sizes you can't get elsewhere. Why not try this beautiful, Seamless, Reversible rug on your own floor, at our risk?



SIZES MATERIAL PRICES

| SEND | | |
|--------------------------------|--|--------------------|
| 27x42 in....about 3 pounds.. | | \$3 ⁶¹ |
| 30x54 in.....".....4....." | | 5 ¹⁶ |
| 36x63 in.....".....6....." | | 7 ²² |
| 4x5 ft.....about 7 pounds.. | | \$8 ⁹⁵ |
| 4x6 ft.....".....9....." | | 10 ⁷⁴ |
| 4x7 ft.....".....11....." | | 12 ⁵⁴ |
| 5x6 ft.....about 12 pounds.. | | \$13 ⁴³ |
| 5x7 ft.....".....14....." | | 15 ⁶⁶ |
| 5x8 ft.....".....15....." | | 17 ⁹⁰ |
| 5x9 ft.....".....17....." | | 20 ¹⁴ |
| 6x7 ft.....about 16 pounds.. | | \$18 ⁸⁰ |
| 6x8 ft.....".....19....." | | 21 ⁴⁸ |
| 6x9 ft.....".....21....." | | 24 ¹⁷ |
| 6x10 ft.....".....22....." | | 26 ⁸⁵ |
| 7x9 ft.....about 25 pounds.. | | \$28 ²⁰ |
| 7x10 ft.....".....27....." | | 31 ³² |
| 8x8 ft.....about 25 pounds.. | | \$28 ⁶⁵ |
| 8x9 ft.....".....27....." | | 32 ²³ |
| 8x10 ft.....".....30....." | | 35 ⁸⁰ |
| 8x11 ft.....".....34....." | | 39 ³⁸ |
| 9x9 ft.....about 31 pounds.. | | \$35 ³⁷ |
| 9x10 ft.....".....34....." | | 39 ³⁰ |
| 9x11 ft.....".....38....." | | 43 ²³ |
| 9x12 ft.....".....42....." | | 47 ¹⁶ |
| 9x13 ft.....".....45....." | | 51 ⁰⁹ |
| 9x14 ft.....".....49....." | | 55 ⁰² |
| 9x15 ft.....".....52....." | | 58 ⁹⁵ |
| 9x16 ft.....".....56....." | | 62 ⁸⁸ |
| 9x17 ft.....".....59....." | | 66 ⁸¹ |
| 9x18 ft.....".....62....." | | 70 ⁷⁴ |
| 10x10 ft.....about 39 pounds.. | | \$44 ⁷⁶ |
| 10x11 ft.....".....43....." | | 49 ²³ |
| 10x12 ft.....".....47....." | | 53 ⁷¹ |
| 10x13 ft.....".....51....." | | 58 ¹⁸ |
| 10x14 ft.....".....54....." | | 62 ⁶⁶ |
| 11x11 ft.....about 47 pounds.. | | \$54 ¹⁵ |
| 11x12 ft.....".....51....." | | 59 ⁰⁸ |
| 11x13 ft.....".....55....." | | 64 ⁰⁰ |
| 11x14 ft.....".....60....." | | 68 ⁹³ |
| 11x15 ft.....".....64....." | | 73 ⁸⁵ |
| 12x12 ft.....about 56 pounds.. | | \$62 ⁸⁸ |
| 12x13 ft.....".....61....." | | 68 ¹² |
| 12x14 ft.....".....65....." | | 73 ³⁶ |
| 12x15 ft.....".....70....." | | 78 ⁶⁰ |

RUNNERS—Stair, Hall

ANY LENGTH
For Each Foot in Length:

| | |
|--|--------|
| 27 ins. wide.....1 pound. | \$1.08 |
| 36 ins.".....1 ¹ / ₄" | 1.44 |

SPECIAL SIZES

woven in following
WIDTHS by ANY LENGTH at
prices shown below:

For Each Foot in Length:

| | |
|---|--------|
| 4 ft. wide.....1 ¹ / ₂ pounds | \$1.88 |
| 5 ft.".....2....." | 2.35 |
| 6 ft.".....2 ¹ / ₄" | 2.82 |
| 7 ft.".....2 ³ / ₄" | 3.29 |
| 8 ft.".....3....." | 3.75 |
| 9 ft.".....3 ¹ / ₂" | 4.13 |
| 10 ft.".....4....." | 4.69 |
| 11 ft.".....4 ¹ / ₄" | 5.16 |
| 12 ft.".....4 ³ / ₄" | 5.50 |
| 13 ft.".....5....." | 6.11 |
| 14 ft.".....5 ¹ / ₂" | 6.57 |
| 15 ft.".....5 ³ / ₄" | 7.04 |
| 16 ft.".....6 ¹ / ₄" | 7.51 |

Above weights are 1/4 less than required. We add NEW WOOLS to make up the difference at no extra charge.

Number 2711 →

Cedar Rust A Smart New Shade

THERE is an air of spaciousness and harmony in this friendly, livable room that has been achieved by the choice of a plain toned Cedar Rust rug that covers most of the floor to within a foot of the walls.

Seldom have we seen a more delightful or more practical rug color. How beautifully it blends into this pleasant room—the soft, rich color forming a perfect background for a wide variety of color schemes.

Can't you just picture this serviceable rug in your living room—dining room—yes, your bedroom or hall? Only when you have actually seen this beautiful broadloom on your own floors, will you realize how much character and charm it will bring. Save one-half and get better rugs like these by sending your old material.

◀SIZES, PRICES on Opposite Page



← Number 9111

Rich Taupe Modern, Practical

YOU just know that the occupants of this attractive, restful room are people of good taste and refinement. How harmoniously the walls, drapes, furniture and rugs have been brought together. No wonder leading decorators and women of taste are so enthusiastic in their endorsement of this rich, new shade of Taupe. A color that will not show soil.

Not only will this popular color lend itself admirably to varied furniture and color schemes, but it will stand up under the most severe wear without losing its richness.

Every Olson rug is woven Seamless and Reversible with the same deep-textured luxury on both sides.

◀SIZES, PRICES on Opposite Page





The
same
deep nap
and the
same lovely
pattern are
woven on both sides.



Number 91151

"Log Cabin" A Great Favorite

THIS delightful Early American pattern with its exquisite blend of colors gives an effect so fresh and appealing that we feel you, too, will find it irresistible. Customers everywhere are enthusiastic in their praise of this unusual and wholly charming rug. A great variety of colors make it equally at home in an Early American setting as well as rooms of mixed periods. Here's a sure tonic for that tired room, for nothing is more truly modern today than Early American.

SIZES MATERIAL PRICES SEND

| | |
|-------------------------------|----------------|
| 27x42 in....about 3 pounds.. | \$4.03 |
| 30x54 in...." 4 " | 5.76 |
| 36x63 in...." 6 " | 8.07 |
| 4x5 ft.....about 7 pounds.. | \$10.00 |
| 4x6 ft...." 9 " | 12.00 |
| 4x7 ft...." 11 " | 14.00 |
| 6x7 ft.....about 16 pounds.. | \$21.00 |
| 6x8 ft...." 19 " | 24.00 |
| 6x9 ft...." 21 " | 27.00 |
| 6x10 ft...." 22 " | 30.00 |
| 8x8 ft.....about 25 pounds.. | \$32.00 |
| 8x9 ft...." 27 " | 36.00 |
| 8x10 ft...." 30 " | 40.00 |
| 8x11 ft...." 34 " | 43.99 |
| 9x9 ft.....about 31 pounds.. | \$39.51 |
| 9x10 ft...." 34 " | 43.90 |
| 9x11 ft...." 38 " | 48.29 |
| 9x12 ft...." 42 " | 52.68 |
| 9x13 ft...." 45 " | 57.07 |
| 9x14 ft...." 49 " | 61.46 |
| 9x15 ft...." 52 " | 65.85 |
| 9x16 ft...." 56 " | 70.24 |
| 9x17 ft...." 59 " | 74.63 |
| 9x18 ft...." 62 " | 79.02 |
| 10x10 ft....about 39 pounds.. | \$50.00 |
| 10x11 ft...." 43 " | 55.00 |
| 10x12 ft...." 47 " | 60.00 |
| 10x13 ft...." 51 " | 64.99 |
| 10x14 ft...." 54 " | 70.00 |
| 11x11 ft....about 47 pounds.. | \$60.49 |
| 11x12 ft...." 51 " | 65.99 |
| 11x13 ft...." 55 " | 71.49 |
| 11x14 ft...." 60 " | 77.00 |
| 11x15 ft...." 64 " | 82.49 |
| 12x12 ft....about 56 pounds.. | \$70.24 |
| 12x13 ft...." 61 " | 76.09 |
| 12x14 ft...." 65 " | 81.94 |
| 12x15 ft...." 70 " | 87.80 |

RUNNERS — Stair, Hall ANY LENGTH
For Each Foot in Length:
27 ins. wide.....**1 pound.....\$1.21**

SPECIAL SIZES woven in following
WIDTHS by ANY LENGTH at
the prices shown below:

| | |
|--------------------------|-------------------------------|
| For Each Foot in Length: | |
| 4 ft. wide..... | 1½ pounds \$2.10 |
| 6 ft...." | 2¼ " 3.15 |
| 8 ft...." | 3 " 4.19 |
| 9 ft...." | 3½ " 4.61 |
| 10 ft...." | 4 " 5.24 |
| 11 ft...." | 4¼ " 5.77 |
| 12 ft...." | 4¾ " 6.15 |

Above weights are 1/4 less than required. We add **NEW WOOLS** to make up the difference at no extra charge.

Customer for 50 Years

"I was one of your early customers, as it is over fifty years since I sent you my first order. I have always been pleased with your work.

*Mrs. Wesley E. Best,
Columbus, Kansas*

Number 33173 →

Early American Design of Rare Charm

HERE is a charm about things Early American to which nearly everyone sooner or later succumbs. "The tremendous popularity of Early American continues," writes the Decorating Editor of the Ladies' Home Journal magazine.

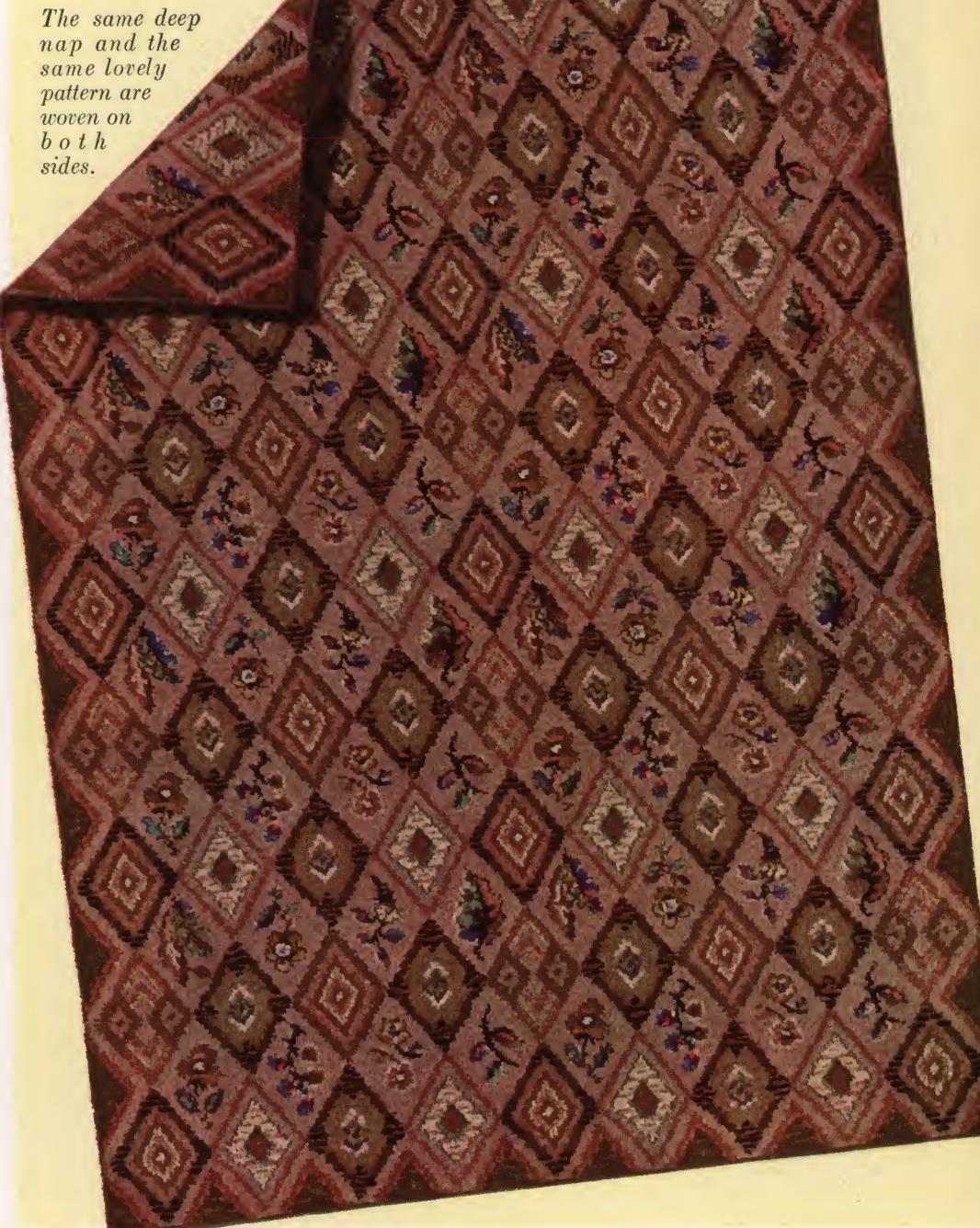
There is something homey, refreshingly gay, friendly and typically American about this sturdy seamless, reversible broadloom rug that goes well with so many furnishings. Just picture the charm of this lovely inexpensive rug in your home, with its soft practical Rose Taupe, Walnut Brown, Rust and Copper tones.

◀SIZES, PRICES on Opposite Page

"Friends are Enthusiastic"

"To say I am delighted expresses my enthusiasm feebly. I can't believe there was enough material for the four extra throw rugs. I'd have considered myself lucky to find two. My friends are enthusiastic and three of them plan to send you their old rugs and materials."

Mrs. F. G. Wamsley, Clarksville, Ia.



Only from the OLSON FACTORY Can You Get

"FINISHED" RUGS IN SO MANY SIZES

Unusual and Extra Large Sizes for Every Possible Need

THE correct size rug for almost every conceivable size room is shown on each page—more rug sizes than you will find anywhere else in the United States. Only in a very exceptional case would it be necessary to order a "SPECIAL SIZE RUG."

Savings are greatest if you order from the 43 regular sizes shown. However, we are able to weave "SPECIAL SIZES" in 13 different WIDTHS up to 16 feet by ANY LENGTH at the prices shown at the bottom of each Price List.

Naturally, the price on these "SPECIAL SIZES" is necessarily a little higher due to resetting of the looms. Special Sizes

sometimes require 2 to 3 weeks longer than "regular sizes."

No Need to "Put Up" with Misfit Rugs

Nothing mars the beauty of a room so much as a misfit rug—one too small—too short—or too narrow. The popular trend is to use full size rugs covering most of the floor which gives a room spaciousness and adds an atmosphere of charm and distinction. Why be satisfied with ordinary, one-sided rugs in a few sizes cut from rolls when you can order deep-piled, seamless *Reversible Broadloom Rugs* from the Olson factory in the right "finished custom-made size" at Half the cost?



From this complete catalogue you can choose just the right Color, Pattern and Size rug you need. Just ship your material at our expense and mail your order to us—we do the rest.

Number 7111

Mulberry New Popular Shade

NEVER before have homes been so colorful, so attractive, so inviting. Modern women have discovered the invigorating magic of color. Leading decorators urge its use with frank sincerity.

This glorious new shade of Mulberry will bring new inspiration to any room—and will transform dull rooms into cheerful, inviting ones. There is a feeling of quiet luxury and refinement about this rich color which will handsomely set off your other furnishings.

Why not order this beautiful new broadloom rug now? Your old rugs, carpets, clothing and our low Factory-to-you prices save you more money than ever.

SIZES MATERIAL PRICES

| SEND | | |
|-------------------------------|---------------|--|
| 27x42 in....about 3 pounds.. | \$3 61 | |
| 30x54 in...."....4....." | 5 16 | |
| 36x63 in...."....6....." | 7 22 | |
| 4x5 ft.....about 7 pounds.. | 8 95 | |
| 4x6 ft....."....9....." | 10 74 | |
| 4x7 ft....."....11....." | 12 54 | |
| 5x6 ft.....about 12 pounds.. | 13 43 | |
| 5x7 ft....."....14....." | 15 66 | |
| 5x8 ft....."....15....." | 17 90 | |
| 5x9 ft....."....17....." | 20 14 | |
| 6x7 ft.....about 16 pounds.. | 18 80 | |
| 6x8 ft....."....19....." | 21 48 | |
| 6x9 ft....."....21....." | 24 17 | |
| 6x10 ft....."....22....." | 26 85 | |
| 7x9 ft.....about 25 pounds.. | 28 20 | |
| 7x10 ft....."....27....." | 31 32 | |
| 8x8 ft.....about 25 pounds.. | 28 65 | |
| 8x9 ft....."....27....." | 32 23 | |
| 8x10 ft....."....30....." | 35 80 | |
| 8x11 ft....."....34....." | 39 38 | |
| 9x9 ft.....about 31 pounds.. | 35 37 | |
| 9x10 ft....."....34....." | 39 30 | |
| 9x11 ft....."....38....." | 43 23 | |
| 9x12 ft....."....42....." | 47 16 | |
| 9x13 ft....."....45....." | 51 09 | |
| 9x14 ft....."....49....." | 55 02 | |
| 9x15 ft....."....52....." | 58 95 | |
| 9x16 ft....."....56....." | 62 88 | |
| 9x17 ft....."....59....." | 66 81 | |
| 9x18 ft....."....62....." | 70 74 | |
| 10x10 ft....about 39 pounds.. | 44 76 | |
| 10x11 ft....."....43....." | 49 23 | |
| 10x12 ft....."....47....." | 53 71 | |
| 10x13 ft....."....51....." | 58 18 | |
| 10x14 ft....."....54....." | 62 66 | |
| 11x11 ft....about 47 pounds.. | 54 15 | |
| 11x12 ft....."....51....." | 59 08 | |
| 11x13 ft....."....55....." | 64 00 | |
| 11x14 ft....."....60....." | 68 93 | |
| 11x15 ft....."....64....." | 73 85 | |
| 12x12 ft....about 56 pounds.. | 62 88 | |
| 12x13 ft....."....61....." | 68 12 | |
| 12x14 ft....."....65....." | 73 36 | |
| 12x15 ft....."....70....." | 78 60 | |

RUNNERS—Stair, Hall ANY LENGTH
For Each Foot in Length:
27 ins. wide.....1 pound.. **\$1.08**
36 ins. ".....1/4....."..... **1.44**

SPECIAL SIZES woven in following widths by ANY LENGTH at prices shown below:
For Each Foot in Length:

| | | |
|-----------------|---------------------|---------------|
| 4 ft. wide..... | 1 1/2 pounds | \$1.88 |
| 5 ft. "..... | 2 "..... | 2.35 |
| 6 ft. "..... | 2 1/4 "..... | 2.82 |
| 7 ft. "..... | 2 3/4 "..... | 3.29 |
| 8 ft. "..... | 3 "..... | 3.75 |
| 9 ft. "..... | 3 1/2 "..... | 4.13 |
| 10 ft. "..... | 4 "..... | 4.69 |
| 11 ft. "..... | 4 1/4 "..... | 5.16 |
| 12 ft. "..... | 4 3/4 "..... | 5.50 |
| 13 ft. "..... | 5 "..... | 6.11 |
| 14 ft. "..... | 5 1/2 "..... | 6.57 |
| 15 ft. "..... | 5 3/4 "..... | 7.04 |
| 16 ft. "..... | 6 1/4 "..... | 7.51 |

[Above weights are 1/4 less than required. We add **NEW WOOLS** to make up the difference at no extra charge.]

Number 1411 →

Pastel Blue for Modern Loveliness

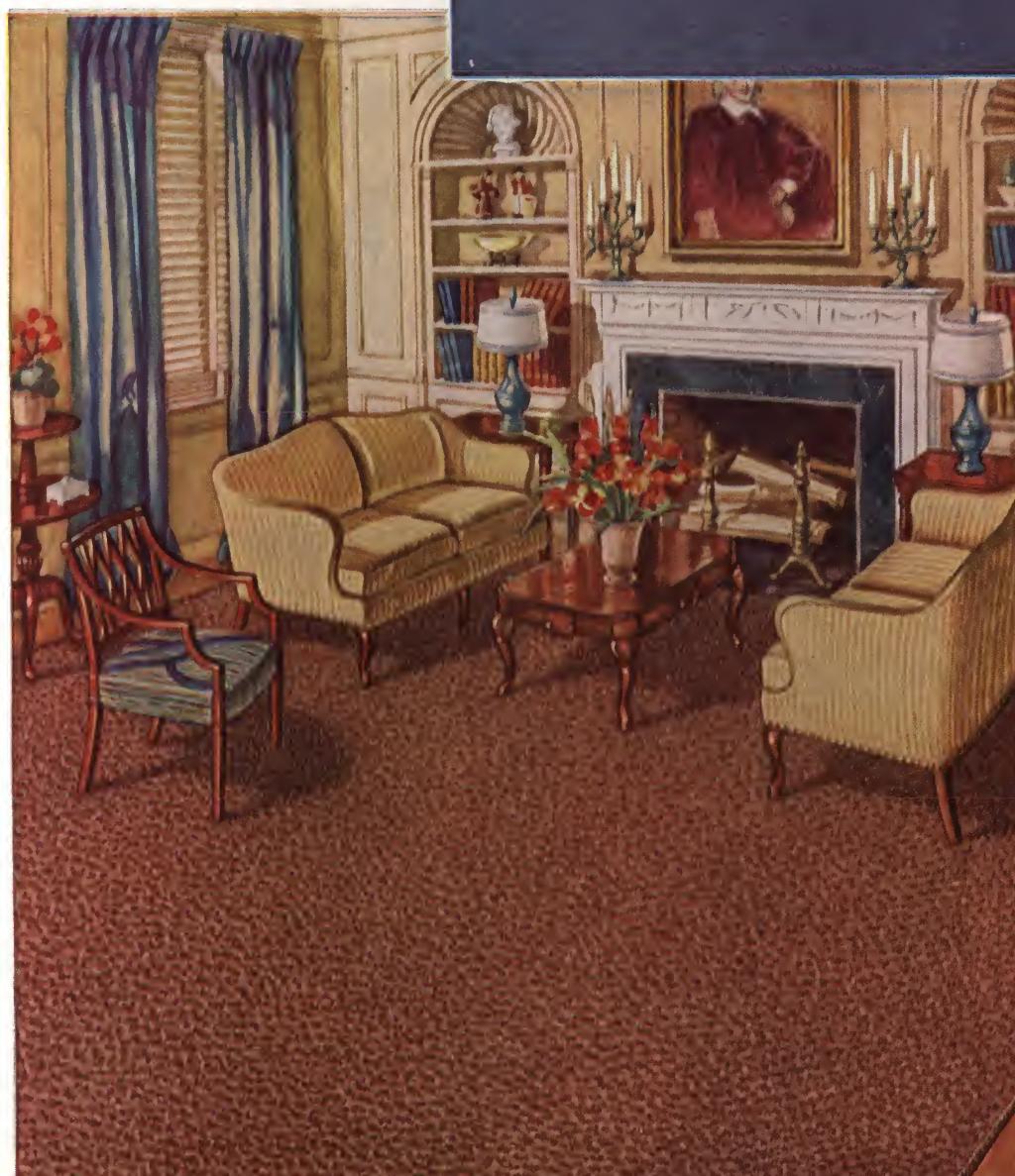
IMAGINE the refreshing change that this lovely, soft, blue rug will bring to your home? A smart, modern, appealing new shade that will bring colorful beauty and gracious simplicity to any room.

Think of the joy of having exquisite, deep-textured, two-sided broadloom "luxury" rugs like these on your floors—the kind of rugs you will be proud of when guests look around.

Every Olson Rug is woven seamless and reversible—and what a difference that makes in feel, appearance and durability.

Why not decide now to send us a bundle of your old materials and TRY one of these beautiful rugs in your living room, dining room, hall or bedroom?

◀ SIZES, PRICES on Opposite Page



← Number 6111

New Tweed Blend

THIS very rich looking and intensely practical rug will withstand the hardest sort of wear without showing soil or footmarks.

Tones of light Copper Taupe, Fawn, Cocoa Brown and Ecru have been closely intermingled into a rich Tweed effect to achieve this lovely color blend.

A sturdy, deep-textured, Reversible Broadloom rug that will harmonize with practically all furnishings and color schemes.

Here is a luxurious "2-in-1" rug for any room where hard wear is expected. A rug you can live with year after year. The rich texture gives no hint of the great saving.

Here are sizes for any room. No need to put up with misfit rugs. Every rug woven Seamless and Reversible for double wear.

◀ SIZES, PRICES on Opposite Page



Number 68178

Modern Design In Rich Wood Tones

In this charmingly different rug, we have combined some of the striking features of modern design with the sturdy charm of Early American hand-woven effects. The result is a rug that may well be used with any type of furniture, and in a room of any period. The mellow beauty of a richly grained parquet floor is reproduced by a careful blending of various tones of taupe, brown, peach, rust, beige, ecru, and mahogany.

| SIZES | MATERIAL | PRICES |
|-------------------------------|----------|----------------|
| | SEND | |
| 27x42 in....about 3 pounds.. | | \$4.03 |
| 30x54 in.....".....4....." | | 5.76 |
| 36x63 in.....".....6....." | | 8.07 |
| 4x5 ft.....about 7 pounds.. | | \$10.00 |
| 4x6 ft.....".....9....." | | 12.00 |
| 4x7 ft.....".....11....." | | 14.00 |
| 6x7 ft.....about 16 pounds.. | | \$21.00 |
| 6x8 ft.....".....19....." | | 24.00 |
| 6x9 ft.....".....21....." | | 27.00 |
| 6x10 ft.....".....22....." | | 30.00 |
| 8x8 ft.....about 25 pounds.. | | \$32.00 |
| 8x9 ft.....".....27....." | | 36.00 |
| 8x10 ft.....".....30....." | | 40.00 |
| 8x11 ft.....".....34....." | | 43.99 |
| 9x9 ft.....about 31 pounds.. | | \$39.51 |
| 9x10 ft.....".....34....." | | 43.90 |
| 9x11 ft.....".....38....." | | 48.29 |
| 9x12 ft.....".....42....." | | 52.68 |
| 9x13 ft.....".....45....." | | 57.07 |
| 9x14 ft.....".....49....." | | 61.46 |
| 9x15 ft.....".....52....." | | 65.85 |
| 9x16 ft.....".....56....." | | 70.24 |
| 9x17 ft.....".....59....." | | 74.63 |
| 9x18 ft.....".....62....." | | 79.02 |
| 10x10 ft....about 39 pounds.. | | \$50.00 |
| 10x11 ft.....".....43....." | | 55.00 |
| 10x12 ft.....".....47....." | | 60.00 |
| 10x13 ft.....".....51....." | | 64.99 |
| 10x14 ft.....".....54....." | | 70.00 |
| 11x11 ft....about 47 pounds.. | | \$60.49 |
| 11x12 ft.....".....51....." | | 65.99 |
| 11x13 ft.....".....55....." | | 71.49 |
| 11x14 ft.....".....60....." | | 77.00 |
| 11x15 ft.....".....64....." | | 82.49 |
| 12x12 ft....about 56 pounds.. | | \$70.24 |
| 12x13 ft.....".....61....." | | 76.09 |
| 12x14 ft.....".....65....." | | 81.94 |
| 12x15 ft.....".....70....." | | 87.80 |

RUNNERS — Stair, Hall ANY LENGTH
For Each Foot in Length:
27 ins. wide.....1 pound.....**\$1.21**

SPECIAL SIZES woven in following
WIDTHS by ANY LENGTH at
the prices shown below:

| | |
|--------------------------|--------------------------|
| For Each Foot in Length: | |
| 4 ft. wide..... | 1½ pounds \$2.10 |
| 6 ft....." | 2½.....".....3.15 |
| 8 ft....." | 3.....".....4.19 |
| 9 ft....." | 3½.....".....4.61 |
| 10 ft....." | 4.....".....5.24 |
| 11 ft....." | 4¼.....".....5.77 |
| 12 ft....." | 4¾.....".....6.15 |

Above weights are 1/4 less than required. We add **NEW WOOLS** to make up the difference at no extra charge.

"So Cheerful, Inviting"

"I have just placed on my dining room floor, the handsome rug received from you. It looks like a million dollars — so attractive, so cheerful, so inviting. Years ago, I ordered several rugs from you. They have worn like iron, still look as good as new."

Mrs. George Bayer, Dunellen, N. J.

Number 20120 →

Stunning Effect In Deep Wine Reds

THE colorful, deep-toned beauty of this distinguished looking broadloom rug will delight you. It is hard to imagine a richer background for other furnishings regardless of period or style. It will bring deep-textured loveliness and the charm of simplicity to any room in your home. The graceful leaf design has a handsome embossed effect found only in the most expensive rugs. A luxuriously soft, seamless, reversible rug that will give double wear and double your money's worth. Sizes for any room.

◀ SIZES, PRICES on Opposite Page



← Number 54134

Early American Charm at Its Best

HERE is a lovely, informal new design irresistible to those fond of Early American rugs. Deep and luxurious, it shows a charming, hooked-like floral pattern in rich shades of Copper Taupe, Brown and Rose on a warm Beige background. Gold, Terra Cotta, Green, and Black are effective accents. Though Early American in inspiration, you may use this rug with furnishings of any type. Woven seamless and reversible for double luxury and durability. Why not send your old materials and see for yourself. You risk nothing.

◀ SIZES, PRICES on Opposite Page



Modern
Seamless Reversible
Broadloom—Any Size

Lovely, Practical, New Tweed Color Blends

(Top) Number 6311 Woodtones

The field is in the lovely, mellow Cocoa Brown shade so much in demand, sprinkled over with lighter and darker accent colors in soft woodtone browns.

(Center) Number 9511 Beige

A fascinating, practical Beige tweed blend that satisfies handsomely the demand for light color effects.

(Bottom) Number 1111 Blue

Closely intermingled tones of French Blue, Midnight Blue, Sky Blue and Navy Blue achieve this rich looking texture effect.



| SIZES | MATERIAL | PRICES |
|-------------------------------|----------|---------------|
| | SEND | |
| 27x42 in....about 3 pounds.. | | \$3 61 |
| 30x54 in....".....4....." | | 5 16 |
| 36x63 in....".....6....." | | 7 22 |
| 4x5 ft.....about 7 pounds.. | | 58 95 |
| 4x6 ft.....".....9....." | | 10 74 |
| 4x7 ft.....".....11....." | | 12 54 |
| 5x6 ft.....about 12 pounds.. | | 13 43 |
| 5x7 ft.....".....14....." | | 15 66 |
| 5x8 ft.....".....15....." | | 17 90 |
| 5x9 ft.....".....17....." | | 20 14 |
| 6x7 ft.....about 16 pounds.. | | 18 80 |
| 6x8 ft.....".....19....." | | 21 48 |
| 6x9 ft.....".....21....." | | 24 17 |
| 6x10 ft.....".....22....." | | 26 85 |
| 7x9 ft.....about 25 pounds.. | | 28 20 |
| 7x10 ft.....".....27....." | | 31 32 |
| 8x8 ft.....about 25 pounds.. | | 28 65 |
| 8x9 ft.....".....27....." | | 32 23 |
| 8x10 ft.....".....30....." | | 35 80 |
| 8x11 ft.....".....34....." | | 39 38 |
| 9x9 ft.....about 31 pounds.. | | 35 37 |
| 9x10 ft.....".....34....." | | 39 30 |
| 9x11 ft.....".....38....." | | 43 23 |
| 9x12 ft.....".....42....." | | 47 16 |
| 9x13 ft.....".....45....." | | 51 09 |
| 9x14 ft.....".....49....." | | 55 02 |
| 9x15 ft.....".....52....." | | 58 95 |
| 9x16 ft.....".....56....." | | 62 88 |
| 9x17 ft.....".....59....." | | 66 81 |
| 9x18 ft.....".....62....." | | 70 74 |
| 10x10 ft....about 39 pounds.. | | 44 76 |
| 10x11 ft.....".....43....." | | 49 23 |
| 10x12 ft.....".....47....." | | 53 71 |
| 10x13 ft.....".....51....." | | 58 18 |
| 10x14 ft.....".....54....." | | 62 66 |
| 11x11 ft....about 47 pounds.. | | 54 15 |
| 11x12 ft.....".....51....." | | 59 08 |
| 11x13 ft.....".....55....." | | 64 00 |
| 11x14 ft.....".....60....." | | 68 93 |
| 11x15 ft.....".....64....." | | 73 85 |
| 12x12 ft....about 56 pounds.. | | 62 88 |
| 12x13 ft.....".....61....." | | 68 12 |
| 12x14 ft.....".....65....." | | 73 36 |
| 12x15 ft.....".....70....." | | 78 60 |

RUNNERS—Stair, Hall
For Each Foot in Length:
27 ins. wide.....1 pound.....\$1.08
36 ins.....1 1/4.....1.44

SPECIAL SIZES woven in following
WIDTHS by ANY LENGTH at
prices shown below:

For Each Foot in Length:

| | | |
|-----------------|--------------|--------|
| 4 ft. wide..... | 1 1/2 pounds | \$1.88 |
| 5 ft." | 2....." | 2.35 |
| 6 ft." | 2 1/4....." | 2.82 |
| 7 ft." | 2 3/4....." | 3.29 |
| 8 ft." | 3....." | 3.75 |
| 9 ft." | 3 1/2....." | 4.13 |
| 10 ft." | 4....." | 4.69 |
| 11 ft." | 4 1/4....." | 5.16 |
| 12 ft." | 4 3/4....." | 5.50 |
| 13 ft." | 5....." | 6.11 |
| 14 ft." | 5 1/2....." | 6.57 |
| 15 ft." | 5 3/4....." | 7.04 |
| 16 ft." | 6 1/4....." | 7.51 |

[Above weights are 1 1/4 less than required. We add NEW WOOLS to make up the difference at no extra charge.]

Number 4211 →

Two-Toned Green A Soft, Rich Blend

A RUG that is extremely serviceable and rich in character with intermingled tones of Grey Green and deep-toned Hunter Green.

A rug that will handsomely set off your other furnishings and bring a friendly, refreshing glow of color to any room. A rug you can live with year after year. A deep-textured, reversible broadloom rug that gives no hint of the great saving.

No need to put up with misfit rugs. Here are sizes for any size room—sizes you can't get elsewhere. Why not send us your old materials and get lovelier rugs like this for half the money you'd expect to pay. Every rug is backed by our 73-year-old guarantee of satisfaction.

◀ SIZES, PRICES on Opposite Page



← Number 7311

"Royal Mulberry"

Rich Mulberry and deep Plum—two of today's most popular and fascinating colors—form this superb new blend.

Here is the ultimate in warm, living shades of natural fruit colors—so desirable from the modern home decorator's point of view because it harmonizes beautifully with so many delightful color schemes.

This exquisite blend will enable any Homemaker to have at least one room in her house refreshingly "Different" and "Unusual."

Give your home an air of gracious charm and distinction with this regal deep-textured reversible broadloom rug. Woven seamless, with the same luxurious nap on both sides for double wear and comfort. A wide range of sizes to exactly fit any room.

Your money back if not pleased.



◀ SIZES, PRICES on Opposite Page



It's all so easy: Tie up your materials—Phone your local Railway Freight agent to call at your door—and ship at our expense.

Number 2511

Wine Red *Beautiful, Serviceable*

THIS is an age of color. Never before have homes been so colorful, so appealing. Hand in hand with the growing vogue for deep toned rugs has come an increased appreciation for reds.

As our contribution to this style trend, we offer the exquisite seamless, reversible, broadloom rug shown here. It is a rich blend of two deep shades of wine red combined to give a soft, warm glow of color that handsomely sets off other furnishings. We urge you to order one of these distinguished looking rugs for your living room, dining room, halls, stairs, any room. A rug that will stand a lot of wear without showing soil. We promise a pleasant surprise.

| SIZES | MATERIAL | PRICES |
|-------------------------------|---------------|--------|
| SEND | | |
| 27x42 in....about 3 pounds.. | \$3.61 | |
| 30x54 in...."....4....." | 5.16 | |
| 36x63 in...."....6....." | 7.22 | |
| 4x5 ft.....about 7 pounds.. | 5.95 | |
| 4x6 ft....."....9....." | 10.74 | |
| 4x7 ft....."....11....." | 12.54 | |
| 5x6 ft.....about 12 pounds.. | 13.43 | |
| 5x7 ft....."....14....." | 15.66 | |
| 5x8 ft....."....15....." | 17.90 | |
| 5x9 ft....."....17....." | 20.14 | |
| 6x7 ft.....about 16 pounds.. | 18.80 | |
| 6x8 ft....."....19....." | 21.48 | |
| 6x9 ft....."....21....." | 24.17 | |
| 6x10 ft....."....22....." | 26.85 | |
| 7x9 ft.....about 25 pounds.. | 28.20 | |
| 7x10 ft....."....27....." | 31.32 | |
| 8x8 ft.....about 25 pounds.. | 28.65 | |
| 8x9 ft....."....27....." | 32.23 | |
| 8x10 ft....."....30....." | 35.80 | |
| 8x11 ft....."....34....." | 39.38 | |
| 9x9 ft.....about 31 pounds.. | 35.37 | |
| 9x10 ft....."....34....." | 39.30 | |
| 9x11 ft....."....38....." | 43.23 | |
| 9x12 ft....."....42....." | 47.16 | |
| 9x13 ft....."....45....." | 51.09 | |
| 9x14 ft....."....49....." | 55.02 | |
| 9x15 ft....."....52....." | 58.95 | |
| 9x16 ft....."....56....." | 62.88 | |
| 9x17 ft....."....59....." | 66.81 | |
| 9x18 ft....."....62....." | 70.74 | |
| 10x10 ft....about 39 pounds.. | 44.76 | |
| 10x11 ft....."....43....." | 49.23 | |
| 10x12 ft....."....47....." | 53.71 | |
| 10x13 ft....."....51....." | 58.18 | |
| 10x14 ft....."....54....." | 62.66 | |
| 11x11 ft....about 47 pounds.. | 54.15 | |
| 11x12 ft....."....51....." | 59.08 | |
| 11x13 ft....."....55....." | 64.00 | |
| 11x14 ft....."....60....." | 68.93 | |
| 11x15 ft....."....64....." | 73.85 | |
| 12x12 ft....about 56 pounds.. | 62.88 | |
| 12x13 ft....."....61....." | 68.12 | |
| 12x14 ft....."....65....." | 73.36 | |
| 12x15 ft....."....70....." | 78.60 | |

RUNNERS—Stair, Hall
ANY LENGTH
For Each Foot in Length:
27 ins. wide.....1 pound.....\$1.08
36 ins.....1 1/4.....1.44

SPECIAL SIZES woven in following
WIDTHS by ANY LENGTH at
prices shown below:

| | |
|--------------------------|---------------------|
| For Each Foot in Length: | |
| 4 ft. wide..... | 1 1/2 pounds |
| 5 ft. "..... | 2..... |
| 6 ft. "..... | 2 1/4..... |
| 7 ft. "..... | 2 3/4..... |
| 8 ft. "..... | 3..... |
| 9 ft. "..... | 3 1/2..... |
| 10 ft. "..... | 4..... |
| 11 ft. "..... | 4 1/4..... |
| 12 ft. "..... | 4 3/4..... |
| 13 ft. "..... | 5..... |
| 14 ft. "..... | 5 1/2..... |
| 15 ft. "..... | 5 3/4..... |
| 16 ft. "..... | 6 1/4..... |

Above weights are 1/4 less than required. We add NEW WOOLS to make up the difference at no extra charge.

Number 4311 →

Hunter Green Lovely, Rich Color

STUDY this charming, home-like room. Its harmony delights the eye. Yet this much sought for effect of simplicity is quickly and inexpensively achieved by ordering this popular shade of green.

Here's a rich, practical rug for any room in the home, a rug that fairly breathes an atmosphere of charm and contentment.

Wouldn't it give you an infinite amount of pleasure to spend a few of your leisure hours each day in surroundings of this kind? A rug that will work a sure cure for monotony.

A rug you can live with year after year. The rich texture gives no hint of the great saving. The soft, deep nap on both sides yields luxuriously underfoot. Double the wear.

◀ SIZES, PRICES on Opposite Page



← Number 9011

A Beautiful, Practical Beige

BEIGE—for cheerful simplicity and that modern feeling. There is no more popular rug color today. A Beige that stands wear surprisingly well and always looks good—always restful, harmonious and wholly charming.

Beige is appropriate for any room in the home—upstairs or down. Note how agreeably the broad expanse of seamless Beige harmonizes with the walls, drapes and furniture in this living room.

Picture this attractive rug in your own home. The nap is rich, deep, long-wearing and the same on both sides. Luxuriously soft underfoot. Try Olson Rugs at our risk. We guarantee to satisfy you.

◀ SIZES, PRICES on Opposite Page

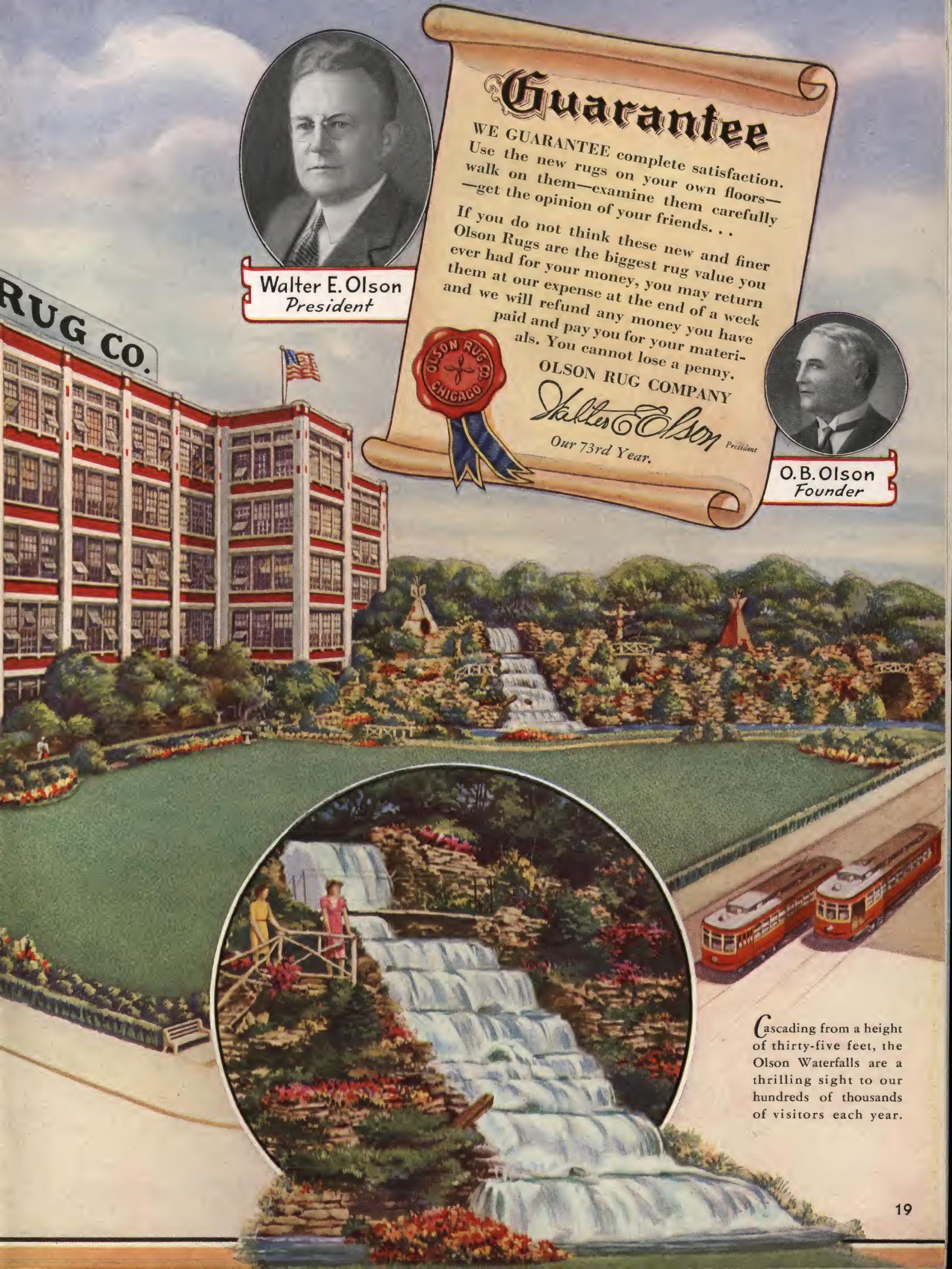




Where OLSON RUGS Are Made!

THIS great, modern factory, considered by many to be the finest rug manufacturing plant in the world, is a model of efficiency and cleanliness. It is appropriately located in beautiful 15-acre "Olson Park" in the very heart of Chicago's northwest side industrial area. Here, surrounded by spacious, well kept lawns, scenic Rock Gardens, picturesque Waterfalls, rare flowers, shrubs, trees and the Olson Wild Bird Refuge, Olson craftsmen find inspiration for the creation of finer Rugs. "A Fine Place to Work" with a father-to-son tradition of excellence.

We have welcomed over *Three Million Visitors* to the Olson Factory and Gardens. We invite you, when in Chicago, to come and see "One of Chicago's famous Beauty Spots."



Cascading from a height of thirty-five feet, the Olson Waterfalls are a thrilling sight to our hundreds of thousands of visitors each year.



Ovals for Charm

THINK of the many places where you can use an oval rug: in bedrooms, at the foot of stairs, in front of davenport, easy chair or fireplace to protect your larger rugs. Wherever there is unusual wear, one of these appealing ovals will help to prolong the life of your larger rugs—and add a charming, decorative note. At these amazingly low prices we feel sure you will want to include one of these lovely ovals in your order.

←Number 07128—ORCHID—The lovely Early American bedroom at the left, with its authentic maple furniture, owes much of its inviting charm to the appealing simplicity of design and color in the beautiful oval rugs on the floor. A soft shade of orchid is enhanced by sprightly colors in a dainty floral design. Reversible and richly fringed.

Number 04108

FLORAL ON GREEN

An exquisite soft shade of green with a delightful flowered border. Ideal for any room where a cheerful spot of color is desired. Reversible and fringed.



Number 09174 COLONIAL

A quaint, colorful new design. The flowered center is set in a background of rich beige, while the vari-colored border is handsomely framed by a ground of black and deep brown. Woven reversible with a luxurious fringe.



Number 03183

EARLY AMERICAN

This colorful design, one of our latest, was taken from a lovely Early American hooked rug. Woven reversible and handsomely fringed.

Number 01166

DELFT BLUE

A lovely soft shade—one of today's most popular colors. Woven reversible, fringed.



Number 09177 18th CENTURY

A lovely, floral design on a soft beige ground, that will bring a touch of charm and graciousness to any room. Reversible, fringed.



PRICE LIST for OVALS

| SIZES | MATERIAL | PRICES |
|-------------|--------------|---------|
| 30x45 in. | about 3 lbs. | \$ 5.52 |
| 34x57 in. | “ 4. “ | 7.68 |
| 39x66 in. | “ 6. “ | 9.89 |
| 4 1/4x7 ft. | “ 10. “ | 17.84 |

SEND

| | | |
|-------------|--------------|---------|
| 30x45 in. | about 3 lbs. | \$ 5.52 |
| 34x57 in. | “ 4. “ | 7.68 |
| 39x66 in. | “ 6. “ | 9.89 |
| 4 1/4x7 ft. | “ 10. “ | 17.84 |

Made only in above Sizes



Janet Brooks

DECORATING HELPS

A few Simple Rules to Guide You

*By our Decorating Expert, whose
Advice is Free to Olson Customers*

THIS book brings you the new trends—the smart, up-to-the-minute new rug colors and patterns. All are designed to make your home a lovelier, friendlier, more comfortable place in which to live.

In these pages, American women of taste and refinement are offered the kind of rugs they would choose if price were no object—rugs of such distinction, at prices so temptingly low, that one is eager to find a place in one's home for every pattern shown.

Modern Decorating Demands "Livable Rooms" and "Colorful Harmony"

Through her new knowledge of decorating, the modern woman knows that the rug is the keynote—the *background* of the entire room. She appreciates the need for a *background* of beauty.

Perhaps no other single decorating item in a room can transform it so completely and inexpensively as the fresh beauty of a luxurious, Modern Olson Reversible Broadloom Rug.

Surely none of us want our homes to be exactly like those of our friends or neighbors. Let your own good taste be your guide in planning rooms that are distinctive. Remember, this is an age of COLOR. Don't be afraid to use it freely. Colorful rooms chase away cares of the day. Rugs can help more than anything else.

An inferior rug spoils the beauty of everything that comes near it—and measured by years of satisfaction, a cheap, poorly constructed rug costs more than a good rug.

What Size Should a Rug Be?

THE trend today is to show less bare floor space around the rug. This is accomplished by the use of a larger rug which gives a feeling of luxury and spaciousness and pulls everything together better. But in many homes with fine wood floors, a larger margin around the rug is still preferred. It is entirely a matter of taste. There are no hard and fast rules. Usually, however, a rug that is too small

makes a room appear smaller and a pleasing arrangement difficult.

Owing to the limited number of sizes offered by rug stores, many women select rugs not suited to their rooms; and nothing mars the beauty of a room so much as a misfit rug—one too small—too short—or too narrow.

The Olson Rug Co. have entirely eliminated the necessity of using misfit rugs by weaving Unusual Sizes and Large Rugs for *every need*—Reversible Rugs that may be TURNED FOUR WAYS to distribute the wear at doorways, in front of chairs, etc.

Avoid Misfit Rugs

For instance, you can imagine how out of place the ordinary 9x12 foot rug would look in a square room. In these pages you will find such unusual sizes as 9x9 feet, 10x10 feet, 11x12 feet, etc.

Adjoining rooms connected by wide doorways may be effectively treated by using rugs in the same color or design,



(Above) The correct size rug gives a room spaciousness.

(Below) A rug that is too small makes a room look bare.



Wine Red—a rich new color

though this is not necessary. Rugs in adjoining rooms, however, should harmonize.

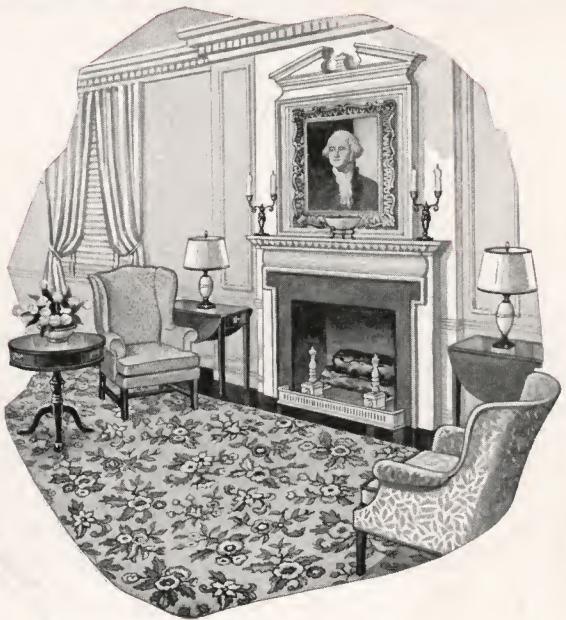
The use of only scatter rugs in living rooms is seldom successful, for they make a room seem smaller and more cluttered. A larger rug offers a richer and more spacious effect. If a solid or two-toned rug is used, scatter rugs in contrasting colors, or in a design, may be thrown over the large rug for protection in front of davenport, easy chair or fireplace, and at thresholds, giving a colorful note of interest. Scatter rugs must be laid parallel with walls.

A Few Fundamental Rules

AS a general rule rugs should be darker than the walls or ceilings, but pleasing effects are possible through the use of light rugs in rooms with darker walls.

If you select a richly figured rug, it will be more harmonizing to have the walls and hangings conservative in pattern. Solid colors, two-tone and tweed blends however, may be used anywhere with all types of furniture. They are in excellent taste. Many of the finest homes are furnished with them throughout.

In your living room, place your furniture in friendly, conversational groups arranged for easy use. Avoid placing chairs stiffly along the walls. Plan furniture arrangements to balance in height. Place largest pieces against largest wall areas. Large pieces should always be parallel or at right angles to wall—never diagonal. Enliven your rooms with a colorful chair, lamps, pillows.



Number 95125

Have You Ever Seen A Lovelier Rug?

An exquisite new "18th Century" floral design that will bring to your home all the charm and graciousness of "The Golden Age of Taste." The perfect background for Modern 18th Century French, English, Victorian and Georgian rooms. A rug of rare beauty for informal rooms of mixed periods. The beautiful colors and the grace of this lovely design on a soft beige background will bring out the charm of other furnishings. Every rug is woven Seamless and Reversible for double luxury underfoot. Two sides for double wear.

SEND US YOUR OLD CARPETS, RUGS, CLOTHING

| SIZES | MATERIAL | PRICES |
|--------------------------------|----------|----------------|
| SEND | | |
| 27x42 in....about 3 pounds.. | | \$4.03 |
| 30x54 in....." 4 " " | | 5.76 |
| 36x63 in....." 6 " " | | 8.07 |
| 27 in. x 6 ft. 6 pounds.. | | \$7.26 |
| 27 in. x 9 ft. 9 " " | | 10.89 |
| 27 in. x 12 ft. 12 " " | | 14.52 |
| 27 in. x 15 ft. 15 " " | | 18.15 |
| 4x7 ft.....about 11 pounds.. | | \$14.00 |
| 6x9 ft....." 21 " " | | 27.00 |
| 8x10 ft....." 30 " " | | 40.00 |
| 9x9 ft.....about 31 pounds.. | | \$39.51 |
| 9x10 ft....." 34 " " | | 43.90 |
| 9x11 ft....." 38 " " | | 48.29 |
| 9x12 ft....." 42 " " | | 52.68 |
| 9x13 ft....." 45 " " | | 57.07 |
| 9x14 ft....." 49 " " | | 61.46 |
| 9x15 ft....." 52 " " | | 65.85 |
| 9x16 ft....." 56 " " | | 70.24 |
| 9x17 ft....." 59 " " | | 74.63 |
| 9x18 ft....." 62 " " | | 79.02 |
| 11x11 ft....about 47 pounds.. | | \$60.49 |
| 11x12 ft....." 51 " " | | 65.99 |
| 11x13 ft....." 55 " " | | 71.49 |
| 11x14 ft....." 60 " " | | 77.00 |
| 11x15 ft....." 64 " " | | 82.49 |

RUNNERS—Stair, Hall ANY LENGTH
For Each Foot in Length:

27 ins. wide.....1 pound.....**\$1.21**

SPECIAL SIZES woven in following
WIDTHS by ANY LENGTH at
the prices shown below:

For Each Foot in Length:

9 ft. wide.....3½ pounds.....**\$4.61**
11 ft." 4¼ "**5.77**

[Above weights are 1/4 less than required. We add NEW WOOLS to make up the difference at no extra charge.]



"Friends Intend Ordering"

"I am delighted with my Olson rugs. They are far handsomer than I expected and I am sure they will give years of satisfaction. My white pup likes to sleep on them. Can't say I blame him; he, too, chooses the best. A number of friends intend ordering an Olson Rug—just from seeing mine."

Mrs. E. B. Thornton, Andover, Mass.

"Beautiful and Durable"

"This was my second order of rugs from your company and I find that they hold up well under the hard wear which they are subject to in my home. For beauty and durability, I don't think they can be excelled."

Mrs. W. I. Smith, Durham, N. C.

*Exquisite Blue
Tone on Tone Design*

THE colorful, modern beauty of this distinguished looking broadloom rug will delight you. It is hard to imagine a richer background for other furnishings regardless of period or style. It will bring deep-textured loveliness and the charm of simplicity to any room in your home. The graceful leaf design is handsomely set off with a rich border all around. A luxuriously soft, seamless, reversible rug that will give double wear and double your money's worth. Send your materials and see for yourself.

◀SIZES, PRICES on Opposite Page



*Popular Leaf Design in
Rose Quartz,
the New Color Hit*

HERE is a delightfully subtle color that has leaped into instant favor with decorators and homemakers everywhere and deservedly so. Try it in your home. You will find Rose Quartz a gracious complement to your other furnishings. The pattern is a lovely version of the tone-on-tone leaf designs so fashionable today. Every rug is woven Seamless and Reversible with the same rich pattern, the same deep nap on both sides for double wear and double luxury underfoot. Why pay high retail prices when you can save up to $\frac{1}{2}$ by sending your old materials to the Olson Factory?

◀SIZES, PRICES on Opposite Page



Modern
Seamless Reversible
Broadloom—Any Size You Want

Practical New Blends
In the Smart New
Twist Weave Effects

(Top)  Number 2311  Henna

Rich shades of Rust Red and Terra Cotta closely intermingled with deep Raisin and Copper make this exquisite color effect.

(Center)  Number 4111  Green

A lovely soft new Tweed blend of Grey Green, Hunter Green and deep Pine Green accented with light Apple Green. Extremely smart and popular.

(Bottom)  Number 7611  Burgundy

Closely intermingled tones of Ruby Red, Mulberry, Wine Red and deep Rose achieve this beautiful Burgundy Red rug.



Your OLD MATERIALS are more VALUABLE than Ever

| SIZES | MATERIAL | PRICES |
|---|--------------|--------------------|
| | SEND | |
| 27x42 in....about 3 pounds.. | | \$3 ⁶¹ |
| 30x54 in....." 4....." | | 5 ¹⁶ |
| 36x63 in....." 6....." | | 7 ²² |
| 4x5 ft.....about 7 pounds.. | | \$8 ⁹⁵ |
| 4x6 ft....." 9....." | | 10 ⁷⁴ |
| 4x7 ft....." 11....." | | 12 ⁵⁴ |
| 5x6 ft.....about 12 pounds.. | | \$13 ⁴³ |
| 5x7 ft....." 14....." | | 15 ⁶⁶ |
| 5x8 ft....." 15....." | | 17 ⁹⁰ |
| 5x9 ft....." 17....." | | 20 ¹⁴ |
| 6x7 ft.....about 16 pounds.. | | \$18 ⁸⁰ |
| 6x8 ft....." 19....." | | 21 ⁴⁸ |
| 6x9 ft....." 21....." | | 24 ¹⁷ |
| 6x10 ft....." 22....." | | 26 ⁸⁵ |
| 7x9 ft.....about 25 pounds.. | | \$28 ²⁰ |
| 7x10 ft....." 27....." | | 31 ³² |
| 8x8 ft.....about 25 pounds.. | | \$28 ⁶⁵ |
| 8x9 ft....." 27....." | | 32 ²³ |
| 8x10 ft....." 30....." | | 35 ⁸⁰ |
| 8x11 ft....." 34....." | | 39 ³⁸ |
| 9x9 ft.....about 31 pounds.. | | \$35 ³⁷ |
| 9x10 ft....." 34....." | | 39 ³⁰ |
| 9x11 ft....." 38....." | | 43 ²³ |
| 9x12 ft....." 42....." | | 47 ¹⁶ |
| 9x13 ft....." 45....." | | 51 ⁰⁹ |
| 9x14 ft....." 49....." | | 55 ⁰² |
| 9x15 ft....." 52....." | | 58 ⁹⁵ |
| 9x16 ft....." 56....." | | 62 ⁸⁸ |
| 9x17 ft....." 59....." | | 66 ⁸¹ |
| 9x18 ft....." 62....." | | 70 ⁷⁴ |
| 10x10 ft....about 39 pounds.. | | \$44 ⁷⁶ |
| 10x11 ft....." 43....." | | 49 ²³ |
| 10x12 ft....." 47....." | | 53 ⁷¹ |
| 10x13 ft....." 51....." | | 58 ¹⁸ |
| 10x14 ft....." 54....." | | 62 ⁶⁶ |
| 11x11 ft....about 47 pounds.. | | \$54 ¹⁵ |
| 11x12 ft....." 51....." | | 59 ⁰⁸ |
| 11x13 ft....." 55....." | | 64 ⁰⁰ |
| 11x14 ft....." 60....." | | 68 ⁹³ |
| 11x15 ft....." 64....." | | 73 ⁸⁵ |
| 12x12 ft....about 56 pounds.. | | \$62 ⁸⁸ |
| 12x13 ft....." 61....." | | 68 ¹² |
| 12x14 ft....." 65....." | | 73 ³⁶ |
| 12x15 ft....." 70....." | | 78 ⁶⁰ |
| RUNNERS — Stair, Hall | | ANY LENGTH |
| For Each Foot in Length: | | |
| 27 ins. wide.....1..... | pound | \$1.08 |
| 36 ins." 1 1/4 | " | 1.44 |
| SPECIAL SIZES woven in following | | |
| WIDTHS by ANY LENGTH at | | |
| prices shown below: | | |
| For Each Foot in Length: | | |
| 4 ft. wide..... | 1 1/2 pounds | \$1.88 |
| 5 ft." | 2....." | 2.35 |
| 6 ft." | 2 1/4 | 2.82 |
| 7 ft." | 2 3/4 | 3.29 |
| 8 ft." | 3....." | 3.75 |
| 9 ft." | 3 1/2 | 4.13 |
| 10 ft." | 4....." | 4.69 |
| 11 ft." | 4 1/4 | 5.16 |
| 12 ft." | 4 3/4 | 5.50 |
| 13 ft." | 5....." | 6.11 |
| 14 ft." | 5 1/2 | 6.57 |
| 15 ft." | 5 3/4 | 7.04 |
| 16 ft." | 6 1/4 | 7.51 |

Above weights are 1/4 less than required. We add NEW WOOLS to make up the difference at no extra charge.

Number 7511 →

Copper Taupe A Soft, New Blend

WHAT could be more practical for any room where hard wear is expected than this luxurious, serviceable, all-purpose figured rug?

A two-tone blend in the soft new Copper Taupe shades so harmoniously restful, so delightfully different, that it presents an entirely new idea for your decorating schemes.

Simplicity and character—the keynotes of modern decorating are immediately apparent in this fine rug. A distinctive, rich textured rug that will bring personality, hospitality and good taste to your dining room, living room or bedrooms.

Made without border, only as shown. Woven Seamless and Reversible with the same deep-textured loveliness on both sides. A wide range of sizes to choose from—sizes that will correctly fit even extra large or unusual rooms.

← SIZES, PRICES on Opposite Page



Modern Reversible
Broadloom—Any Size

← Number 1311

A New Blend of Rich Delft Blues

BLUE is one of the favored decorating colors today and here is a lovely soft blend of beautiful Delft Blue shades, in a practical pattern effect, that will bring a feeling of calm, refreshing charm to any room.

You'll be delighted with the way its rich shades blend with so many decorating schemes. Though it is shown here in a bedroom, it is equally practical for the living room, dining room or any room in the home.

Order one of these beautiful blue rugs and thrill to the transformation it will bring. Every rug woven Seamless and Reversible for double wear and luxury underfoot. Sizes to correctly fit every conceivable room. Why not save half your rug money and get *lovelier* rugs like this?

← SIZES, PRICES on Opposite Page





Number 90140 →

Rich, Practical

COLORS that will enchant you—inspired by a priceless Persian rug. The rich background of Rose Beige offers an effective contrast to the soft blue, rose, gold and green in the lovely design. Seamless, Reversible. *In these sizes:*

| SIZES | MATERIAL | PRICES |
|--------------|-------------------|-------------------------|
| | | SEND |
| 30x54 in.... | about 4 pounds... | \$5⁷⁶ |
| 36x63 in.... | " 6 " | 8⁰⁷ |
| 4x7 ft.... | " 10 " | 14⁰⁰ |
| 6x9 ft.... | " 21 " | 27⁰⁰ |
| 8x10 ft.... | " 30 " | 40⁰⁰ |
| 9x12 ft.... | " 42 " | 52⁶⁸ |
| 9x15 ft.... | " 52 " | 65⁸⁵ |
| 11x12 ft.... | " 55 " | 71⁴⁹ |

Above weights are 1/4 less than required. We add NEW WOOLS for the balance at no extra charge.

← Number 21131

Oriental Loveliness

HERE is one of those rich Persian designs that possesses much of the beauty and splendor of a priceless handmade Sarouk. Adapted from a century-old masterpiece, our artists have used the graceful, balanced floral design and colors with marked success. The ground is a deep, rich wine red for which Sarouks have been famous for generations. Soft colors carry out the delicacy of design so characteristic of genuine Sarouk Orientals. Woven Seamless and Reversible. *In these sizes:*

| SIZES | MATERIAL | PRICES |
|--------------|-------------------|-------------------------|
| | | SEND |
| 30x54 in.... | about 4 pounds... | \$5⁷⁶ |
| 36x63 in.... | " 6 " | 8⁰⁷ |
| 4x7 ft.... | " 10 " | 14⁰⁰ |
| 6x9 ft.... | " 21 " | 27⁰⁰ |
| 8x10 ft.... | " 30 " | 40⁰⁰ |
| 9x12 ft.... | " 42 " | 52⁶⁸ |
| 9x15 ft.... | " 52 " | 65⁸⁵ |
| 11x13 ft.... | " 55 " | 71⁴⁹ |

Above weights are 1/4 less than required. We add NEW WOOLS for the balance at no extra charge.



Persian Beauty

THIS exquisite pattern with its wealth of soft, blending Persian colors, will impart a world of character to any room in your home. The field is of midnight blue upon which are woven intricate Persian traceries and rich arabesques faithfully reproduced from a famous 16th Century Oriental. The border is a deep Chinese red. Here is rich-textured luxury at a sensational saving. Seamless and Reversible, same on both sides. *In these sizes:*

| SIZES | MATERIAL | PRICES |
|------------------|-------------------|---------------|
| | SEND | |
| 30x54 in.... | about 4 pounds... | \$5.76 |
| 36x63 in.... | " 6 " | 8.07 |
| 4x7 ft.... | " 10 " | 14.00 |
| 6x9 ft.... | " 21 " | 27.00 |
| 8x10 ft.... | " 30 " | 40.00 |
| 9x12 ft.... | " 42 " | 52.68 |
| 9x15 ft.... | " 52 " | 65.85 |
| 11x15 ft.... | " 64 " | 82.49 |
| 27 in.x 9 ft.... | " 9 " | 10.89 |

Above weights are 1/4 less than required. We add NEW WOOLS for the balance at no extra charge.


← Number 79139
Temporarily DISCONTINUED
Persian Design

CENTURIES old, the original of this exquisite Persian pattern is a treasured museum possession. You will love its rich Oriental motifs and colorings which appeal to all who appreciate the finest in Persian design. The varied rose tones in the field form an ideal setting for the lovely colors of the design, while the dark background of the border offers a pleasing contrast to the colorful ornamental units. Seamless, Reversible. *In these sizes:*

| SIZES | MATERIAL | PRICES |
|------------------|-------------------|---------------|
| | SEND | |
| 30x54 in.... | about 4 pounds... | \$5.76 |
| 36x63 in.... | " 6 " | 8.07 |
| 4x7 ft.... | " 10 " | 14.00 |
| 6x9 ft.... | " 21 " | 27.00 |
| 8x10 ft.... | " 30 " | 40.00 |
| 9x12 ft.... | " 42 " | 52.68 |
| 11x12 ft.... | " 51 " | 65.99 |
| 27 in.x 9 ft.... | " 9 " | 10.89 |

Above weights are 1/4 less than required. We add NEW WOOLS for the balance at no extra charge.



Number 7011

Two-Tone Rose Lovely, Practical

A CHARMING new blend in exquisite shades of light and dark Rose. Because of its long-wearing, luxurious texture, and the modern colorful decorating effects it makes possible, it has rapidly become a favorite—not only for bedrooms, but for other rooms as well.

The use of these soft, rich shades as a background for other furnishings enables the home decorator to use exceptionally colorful designs on walls, drapes and furniture coverings with a delightfully harmonious and wholly charming effect. This fascinating, full-bodied, reversible Broadloom rug brings rich beauty and luxury at small cost. Why not try this lovely, money-saving rug in your own home? Woven in sizes to fit any room.



| SIZES | MATERIAL | PRICES |
|-------------------------------|----------|-------------------|
| 27x42 in....about 3 pounds.. | SEND | \$3 ⁶¹ |
| 30x54 in...." 4 " | | 5 ¹⁶ |
| 35x63 in...." 6 " | | 7 ²² |
| 4x5 ft....about 7 pounds.. | | 8 ⁹⁵ |
| 4x6 ft...." 9 " | | 10 ⁷⁴ |
| 4x7 ft...." 11 " | | 12 ⁵⁴ |
| 5x6 ft....about 12 pounds.. | | 13 ⁴³ |
| 5x7 ft...." 14 " | | 15 ⁶⁶ |
| 5x8 ft...." 15 " | | 17 ⁹⁰ |
| 5x9 ft...." 17 " | | 20 ¹⁴ |
| 6x7 ft....about 16 pounds.. | | 18 ⁸⁰ |
| 6x8 ft...." 19 " | | 21 ⁴⁸ |
| 6x9 ft...." 21 " | | 24 ¹⁷ |
| 6x10 ft...." 22 " | | 26 ⁸⁵ |
| 7x9 ft....about 25 pounds.. | | 28 ²⁰ |
| 7x10 ft...." 27 " | | 31 ³² |
| 8x8 ft....about 25 pounds.. | | 28 ⁶⁵ |
| 8x9 ft...." 27 " | | 32 ²³ |
| 8x10 ft...." 30 " | | 35 ⁸⁰ |
| 8x11 ft...." 34 " | | 39 ³⁸ |
| 9x9 ft....about 31 pounds.. | | 35 ³⁷ |
| 9x10 ft...." 34 " | | 39 ³⁰ |
| 9x11 ft...." 38 " | | 43 ²³ |
| 9x12 ft...." 42 " | | 47 ¹⁶ |
| 9x13 ft...." 45 " | | 51 ⁰⁹ |
| 9x14 ft...." 49 " | | 55 ⁰² |
| 9x15 ft...." 52 " | | 58 ⁹⁵ |
| 9x16 ft...." 56 " | | 62 ⁸⁸ |
| 9x17 ft...." 59 " | | 66 ⁸¹ |
| 9x18 ft...." 62 " | | 70 ⁷⁴ |
| 10x10 ft....about 39 pounds.. | | 44 ⁷⁶ |
| 10x11 ft...." 43 " | | 49 ²³ |
| 10x12 ft...." 47 " | | 53 ⁷¹ |
| 10x13 ft...." 51 " | | 58 ¹⁸ |
| 10x14 ft...." 54 " | | 62 ⁶⁶ |
| 11x11 ft....about 47 pounds.. | | 54 ¹⁵ |
| 11x12 ft...." 51 " | | 59 ⁰⁸ |
| 11x13 ft...." 55 " | | 64 ⁰⁰ |
| 11x14 ft...." 60 " | | 68 ⁹³ |
| 11x15 ft...." 64 " | | 73 ⁸⁵ |
| 12x12 ft....about 56 pounds.. | | 62 ⁸⁸ |
| 12x13 ft...." 61 " | | 68 ¹² |
| 12x14 ft...." 65 " | | 73 ³⁶ |
| 12x15 ft...." 70 " | | 78 ⁶⁰ |

RUNNERS—Stair, Hall ANY LENGTH
For Each Foot in Length:
27 ins. wide.....1 pound.....\$1.08
36 ins.....1¹/₄ ".....1.44

SPECIAL SIZES woven in following widths by ANY LENGTH at prices shown below:
For Each Foot in Length:

| | | |
|-----------------|--------------------------------------|--------|
| 4 ft. wide..... | 1 ¹ / ₂ pounds | \$1.88 |
| 5 ft. "..... | 2 "..... | 2.35 |
| 6 ft. "..... | 2 ¹ / ₄ "..... | 2.82 |
| 7 ft. "..... | 2 ³ / ₄ "..... | 3.29 |
| 8 ft. "..... | 3 "..... | 3.75 |
| 9 ft. "..... | 3 ¹ / ₂ "..... | 4.13 |
| 10 ft. "..... | 4 "..... | 4.69 |
| 11 ft. "..... | 4 ¹ / ₄ "..... | 5.16 |
| 12 ft. "..... | 4 ³ / ₄ "..... | 5.50 |
| 13 ft. "..... | 5 "..... | 6.11 |
| 14 ft. "..... | 5 ¹ / ₂ "..... | 6.57 |
| 15 ft. "..... | 5 ³ / ₄ "..... | 7.04 |
| 16 ft. "..... | 6 ¹ / ₄ "..... | 7.51 |

[Above weights are 1/4 less than required. We add NEW WOOLS to make up the difference at no extra charge.]

Number 2611 →

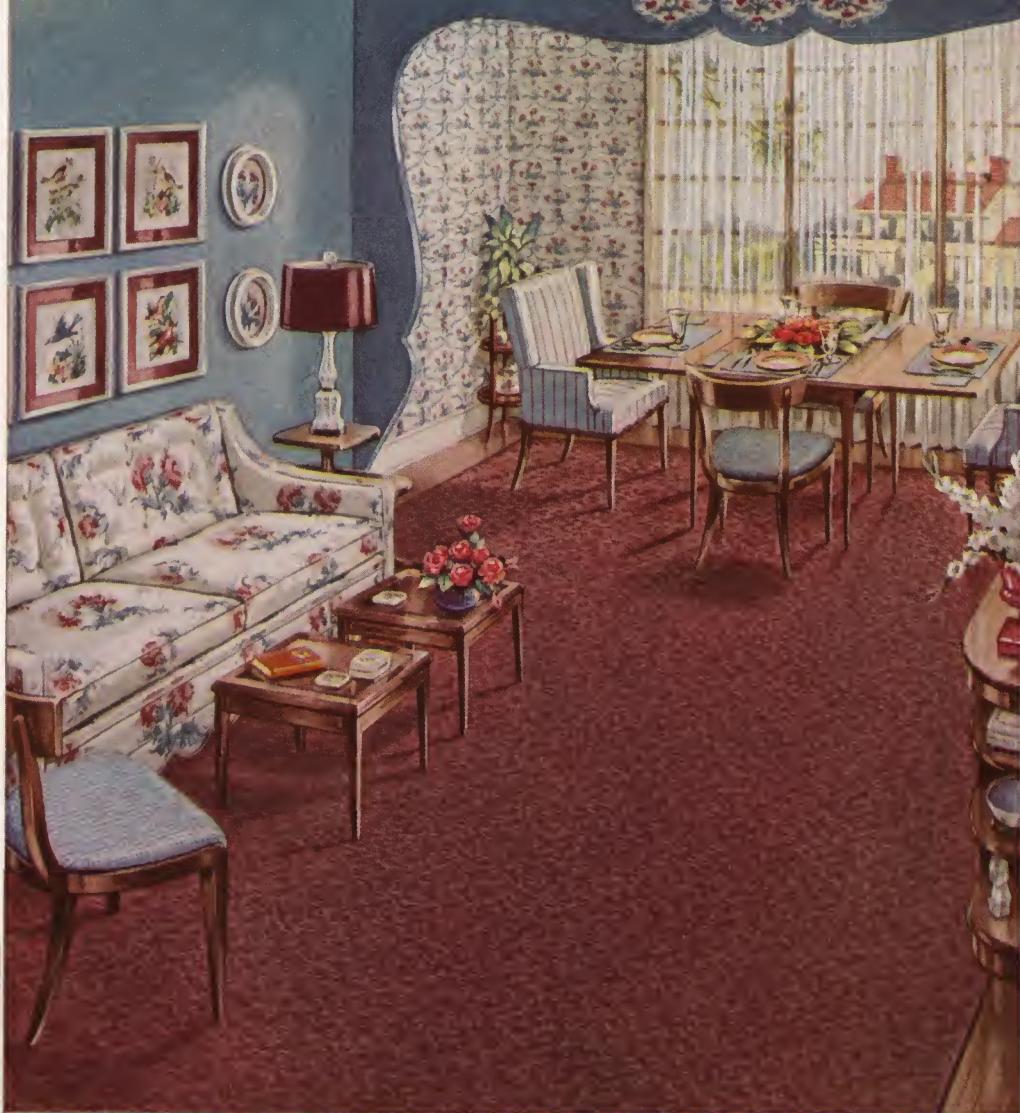
Two-Tone Raisin A Lovely, Rich Blend

WOULDN'T you just love to spread a luxurious, cushiony, reversible broadloom rug like this across your floors—a rug with interesting, texture-quality in a lovely two-tone Raisin blend?

It has a depth of color—a certain richness that has made it unusually popular. A practical color blend that is "right" with any type of decorating. A rich background for other furnishings.

Give your home an added touch of character and distinction with this smart, full-bodied, firmly woven rug. Here is lasting rug beauty and luxury at a truly remarkable saving in money.

◀ SIZES, PRICES on Opposite Page



← Number 5111

Rich, Tweed Blend in Twist Weave Effect

A HANDSOME blend of Beige and Golden Brown with accents of Black. What could be more practical for any room where hard wear is expected than this luxurious, all purpose, figured Broadloom rug? A blend so harmonious, so delightfully different, that it presents an entirely new idea in the planning of smart, modern decorating schemes.

Here is a serviceable rug that will bring character and warm modern beauty to your floors at small cost and be an ideal background for all types of furnishings.

It will stand a lot of wear without showing soil or footmarks. Woven Seamless and Reversible in "finished" rug sizes for every need.

◀ SIZES, PRICES on Opposite Page





Number 7011

*Two-Tone Rose
Lovely, Practical*



A CHARMING new blend in exquisite shades of light and dark Rose. Because of its long-wearing, luxurious texture, and the modern colorful decorating effects it makes possible, it has rapidly become a favorite—not only for bedrooms, but for other rooms as well.

The use of these soft, rich shades as a background for other furnishings enables the home decorator to use exceptionally colorful designs on walls, drapes and furniture coverings with a delightfully harmonious and wholly charming effect. This fascinating, full-bodied, reversible Broadloom rug brings rich beauty and luxury at small cost. Why not try this lovely, money-saving rug in your own home? Woven in sizes to fit any room.

| SIZES | MATERIAL | PRICES |
|-------------------------------|----------|--------------------------|
| 27x42 in....about 3 pounds.. | | \$3⁶¹ |
| 30x54 in.....".....4....." | | 5¹⁶ |
| 36x63 in.....".....6....." | | 7²² |
| 4x5 ft.....about 7 pounds.. | | \$8⁹⁵ |
| 4x6 ft.....".....9....." | | 10⁷⁴ |
| 4x7 ft.....".....11....." | | 12⁵⁴ |
| 5x6 ft.....about 12 pounds.. | | \$13⁴³ |
| 5x7 ft.....".....14....." | | 15⁶⁶ |
| 5x8 ft.....".....15....." | | 17⁹⁰ |
| 5x9 ft.....".....17....." | | 20¹⁴ |
| 6x7 ft.....about 16 pounds.. | | \$18⁸⁰ |
| 6x8 ft.....".....19....." | | 21⁴⁸ |
| 6x9 ft.....".....21....." | | 24¹⁷ |
| 6x10 ft.....".....22....." | | 26⁸⁵ |
| 7x9 ft.....about 25 pounds.. | | \$28²⁰ |
| 7x10 ft.....".....27....." | | 31³² |
| 8x8 ft.....about 25 pounds.. | | \$28⁶⁵ |
| 8x9 ft.....".....27....." | | 32²³ |
| 8x10 ft.....".....30....." | | 35⁸⁰ |
| 8x11 ft.....".....34....." | | 39³⁸ |
| 9x9 ft.....about 31 pounds.. | | \$35³⁷ |
| 9x10 ft.....".....34....." | | 39³⁰ |
| 9x11 ft.....".....38....." | | 43²³ |
| 9x12 ft.....".....42....." | | 47¹⁶ |
| 9x13 ft.....".....45....." | | 51⁰⁹ |
| 9x14 ft.....".....49....." | | 55⁰² |
| 9x15 ft.....".....52....." | | 58⁹⁵ |
| 9x16 ft.....".....56....." | | 62⁸⁸ |
| 9x17 ft.....".....59....." | | 66⁸¹ |
| 9x18 ft.....".....62....." | | 70⁷⁴ |
| 10x10 ft....about 39 pounds.. | | \$44⁷⁶ |
| 10x11 ft.....".....43....." | | 49²³ |
| 10x12 ft.....".....47....." | | 53⁷¹ |
| 10x13 ft.....".....51....." | | 58¹⁸ |
| 10x14 ft.....".....54....." | | 62⁶⁶ |
| 11x11 ft....about 47 pounds.. | | \$54¹⁵ |
| 11x12 ft.....".....51....." | | 59⁰⁸ |
| 11x13 ft.....".....55....." | | 64⁰⁰ |
| 11x14 ft.....".....60....." | | 68⁹³ |
| 11x15 ft.....".....64....." | | 73⁸⁵ |
| 12x12 ft....about 56 pounds.. | | \$62⁸⁸ |
| 12x13 ft.....".....61....." | | 68¹² |
| 12x14 ft.....".....65....." | | 73³⁶ |
| 12x15 ft.....".....70....." | | 78⁶⁰ |

RUNNERS—Stair, Hall ANY LENGTH
For Each Foot in Length:

27 ins. wide.....1 pound.. **\$1.08**

36 ins. ".....1 1/4 "..... **1.44**

SPECIAL SIZES woven in following widths by any length at prices shown below:

For Each Foot in Length:

| | | |
|-----------------|---------------------|---------------|
| 4 ft. wide..... | 1 1/2 pounds | \$1.88 |
| 5 ft. "..... | 2 "..... | 2.35 |
| 6 ft. "..... | 2 1/4 "..... | 2.82 |
| 7 ft. "..... | 2 3/4 "..... | 3.29 |
| 8 ft. "..... | 3 "..... | 3.75 |
| 9 ft. "..... | 3 1/2 "..... | 4.13 |
| 10 ft. "..... | 4 "..... | 4.69 |
| 11 ft. "..... | 4 1/4 "..... | 5.16 |
| 12 ft. "..... | 4 3/4 "..... | 5.50 |
| 13 ft. "..... | 5 "..... | 6.11 |
| 14 ft. "..... | 5 1/2 "..... | 6.57 |
| 15 ft. "..... | 5 3/4 "..... | 7.04 |
| 16 ft. "..... | 6 1/4 "..... | 7.51 |

Above weights are 1/4 less than required. We add NEW WOOLS to make up the difference at no extra charge.

Number 2611 →

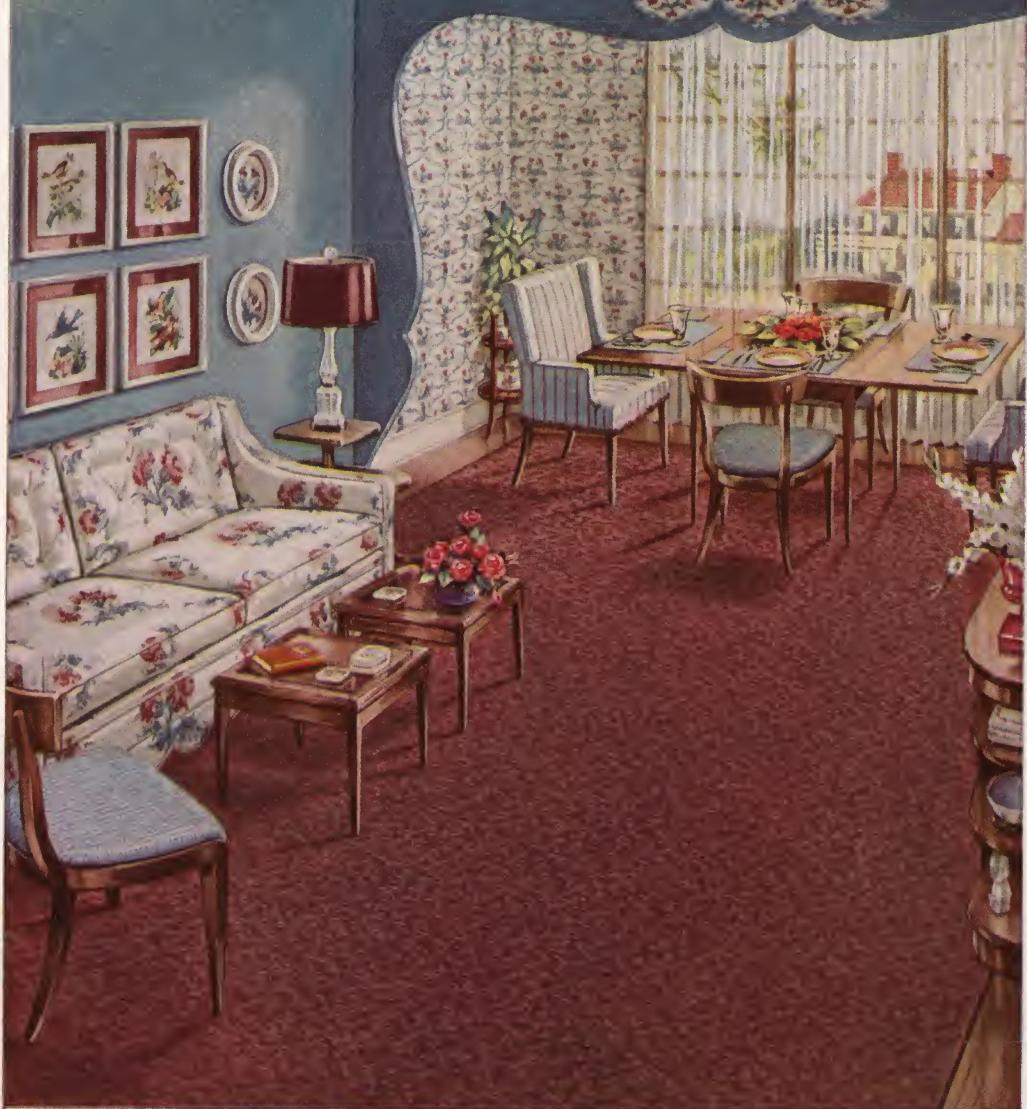
Two-Tone Raisin A Lovely, Rich Blend

WOULDN'T you just love to spread a luxurious, cushiony, reversible broadloom rug like this across your floors—a rug with interesting, texture-quality in a lovely two-tone Raisin blend?

It has a depth of color—a certain richness that has made it unusually popular. A practical color blend that is "right" with any type of decorating. A rich background for other furnishings.

Give your home an added touch of character and distinction with this smart, full-bodied, firmly woven rug. Here is lasting rug beauty and luxury at a truly remarkable saving in money.

◀ SIZES, PRICES on Opposite Page



← Number 5111

Rich, Tweed Blend in Twist Weave Effect

A HANDSOME blend of Beige and Golden Brown with accents of Black. What could be more practical for any room where hard wear is expected than this luxurious, all purpose, figured Broadloom rug? A blend so harmonious, so delightfully different, that it presents an entirely new idea in the planning of smart, modern decorating schemes.

Here is a serviceable rug that will bring character and warm modern beauty to your floors at small cost and be an ideal background for all types of furnishings.

It will stand a lot of wear without showing soil or footmarks. Woven Seamless and Reversible in "finished" rug sizes for every need.

◀ SIZES, PRICES on Opposite Page





Number 1011

No Wonder Blue Is So Popular

PERHAPS no other color, with the exception of Green, has won such popularity as the soft, rich, new Blue shown above. This is the harmonious new Blue that all women are so enthusiastic about because it blends with so many decorating schemes and is a practical color for any room in the house.

Color is the secret of beautiful rooms. You will be delighted with the change this rich color will make—a sure cure for monotony. Try this exquisite new rug on your own floors. You take no risk because every Olson rug is backed by our guarantee.

Every rug is woven Seamless and Reversible with the same lovely color and the same deep-textured luxury on both sides.

SIZES MATERIAL PRICES

SEND

| | |
|-------------------------------|----------------|
| 27x42 in....about 3 pounds.. | \$3.61 |
| 30x54 in....." 4 | 5.16 |
| 36x63 in....." 6 | 7.22 |
| 4x5 ft.....about 7 pounds.. | \$8.95 |
| 4x6 ft....." 9 | 10.74 |
| 4x7 ft....." 11 | 12.54 |
| 5x6 ft.....about 12 pounds.. | \$13.43 |
| 5x7 ft....." 14 | 15.66 |
| 5x8 ft....." 15 | 17.90 |
| 5x9 ft....." 17 | 20.14 |
| 6x7 ft.....about 16 pounds.. | \$18.80 |
| 6x8 ft....." 19 | 21.48 |
| 6x9 ft....." 21 | 24.17 |
| 6x10 ft....." 22 | 26.85 |
| 7x9 ft.....about 25 pounds.. | \$28.65 |
| 7x10 ft....." 27 | 31.32 |
| 8x8 ft.....about 25 pounds.. | \$28.65 |
| 8x9 ft....." 27 | 32.23 |
| 8x10 ft....." 30 | 35.80 |
| 8x11 ft....." 34 | 39.38 |
| 9x9 ft.....about 31 pounds.. | \$35.37 |
| 9x10 ft....." 34 | 39.30 |
| 9x11 ft....." 38 | 43.23 |
| 9x12 ft....." 42 | 47.16 |
| 9x13 ft....." 45 | 51.09 |
| 9x14 ft....." 49 | 55.02 |
| 9x15 ft....." 52 | 58.95 |
| 9x16 ft....." 56 | 62.88 |
| 9x17 ft....." 59 | 66.81 |
| 9x18 ft....." 62 | 70.74 |
| 10x10 ft....about 39 pounds.. | \$44.76 |
| 10x11 ft....." 43 | 49.23 |
| 10x12 ft....." 47 | 53.71 |
| 10x13 ft....." 51 | 58.18 |
| 10x14 ft....." 54 | 62.66 |
| 11x11 ft....about 47 pounds.. | \$54.15 |
| 11x12 ft....." 51 | 59.08 |
| 11x13 ft....." 55 | 64.00 |
| 11x14 ft....." 60 | 68.93 |
| 11x15 ft....." 64 | 73.85 |
| 12x12 ft....about 56 pounds.. | \$62.88 |
| 12x13 ft....." 61 | 68.12 |
| 12x14 ft....." 65 | 73.36 |
| 12x15 ft....." 70 | 78.60 |

RUNNERS—Stair, Hall

ANY LENGTH

For Each Foot in Length:

27 ins. wide.....1 pound.. **\$1.08**

36 ins." **1 1/4** " **1.44**

SPECIAL SIZES woven in following widths by any length at prices shown below:

For Each Foot in Length:

| | | |
|-----------------|---------------------|---------------|
| 4 ft. wide..... | 1 1/2 pounds | \$1.88 |
| 5 ft." | 2 | 2.35 |
| 6 ft." | 2 1/4 | 2.82 |
| 7 ft." | 2 3/4 | 3.29 |
| 8 ft." | 3 | 3.75 |
| 9 ft." | 3 1/2 | 4.13 |
| 10 ft." | 4 | 4.69 |
| 11 ft." | 4 1/4 | 5.16 |
| 12 ft." | 4 3/4 | 5.50 |
| 13 ft." | 5 | 6.11 |
| 14 ft." | 5 1/2 | 6.57 |
| 15 ft." | 5 3/4 | 7.04 |
| 16 ft." | 6 1/4 | 7.51 |

Above weights are 1/4 less than required. We add NEW WOOLS to make up the difference at no extra charge.

Number 3011 →

New Beige Blend A Soft, Rich Effect

SEVERAL shades of soft, rich Beige have been skillfully blended to form this unique and charming rug. Beige has always been an outstanding favorite of homemakers the world over because it forms the perfect background for so many different color schemes.

This harmonious blend will bring an abundance of warmth and character to your floor decoration and at the same time it will serve as a splendid neutral setting for your other furnishings.

Try this handsome new rug in your own home. Like all Olson Rugs, it will be woven Seamless and Reversible for double wear.

Why not send us your materials now? Our factory-to-you prices save half of your rug money.

◀SIZES, PRICES on Opposite Page



← Number 2111

Rust A Lovely Blend

HERE is a beautiful, rich color effect that enjoys great popularity because of its warm beauty, its ability to stay fresh under the hardest wear, and the ease with which it may be used in many varied color schemes.

See what a perfect background it makes for the furnishings in the attractive living room at the left.

Its blend of soft, Rust tones forms a very pleasing pattern effect. This rug is intensely practical for rooms where there is much traffic—or in homes where there are growing children.

Woven seamless and reversible for double wear and luxury, it will give you years of perfect satisfaction and service. Why not order lovely Olson Rugs now and save half your rug money?

◀SIZES, PRICES on Opposite Page





Number 61101

"Oak Leaf" In Woodtone Colors

THIS beautiful, new, allover pattern rug is designed to bring elegance to your scheme of decoration. The graceful leaf pattern is worked out in rich tones of Copper, Chestnut Brown, Autumn Oak and Rust on a deep Raisin ground. Occasional small leaves in soft blended Reds and Greens enhance the regal pattern and accent the richness of the deeper ground tone. It brings a magic touch of beauty to interiors of any style. Woven seamless and reversible with the same lovely pattern on both sides for double durability.

They're MODERN BROADLOOM RUGS woven REVERSIBLE

| SIZES | MATERIAL | PRICES |
|--------------------------------|----------|----------------|
| SEND | | |
| 27x42 in....about 3 pounds.. | | \$4 03 |
| 30x54 in.....".....4....." | | 5 76 |
| 36x63 in.....".....6....." | | 8 07 |
| 27 in. x 6 ft. 6 pounds.. | | \$7 26 |
| 27 in. x 9 ft. 9....." | | 10 89 |
| 27 in. x12 ft.12....." | | 14 52 |
| 27 in. x15 ft.15....." | | 18 15 |
| 4x7 ft.....about 11 pounds.. | | \$14 00 |
| 6x7 ft.....about 16 pounds.. | | \$21 00 |
| 6x8 ft.....".....19....." | | 24 00 |
| 6x9 ft.....".....21....." | | 27 00 |
| 6x10 ft.....".....22....." | | 30 00 |
| 8x8 ft.....about 25 pounds.. | | \$32 00 |
| 8x9 ft.....".....27....." | | 36 00 |
| 8x10 ft.....".....30....." | | 40 00 |
| 8x11 ft.....".....34....." | | 43 99 |
| 9x9 ft.....about 31 pounds.. | | \$39 51 |
| 9x10 ft.....".....34....." | | 43 90 |
| 9x11 ft.....".....38....." | | 48 29 |
| 9x12 ft.....".....42....." | | 52 68 |
| 9x13 ft.....".....45....." | | 57 07 |
| 9x14 ft.....".....49....." | | 61 46 |
| 9x15 ft.....".....52....." | | 65 85 |
| 9x16 ft.....".....56....." | | 70 24 |
| 9x17 ft.....".....59....." | | 74 63 |
| 9x18 ft.....".....62....." | | 79 02 |
| 11x11 ft....about 47 pounds.. | | \$60 49 |
| 11x12 ft.....".....51....." | | 65 99 |
| 11x13 ft.....".....55....." | | 71 49 |
| 11x14 ft.....".....60....." | | 77 00 |
| 11x15 ft.....".....64....." | | 82 49 |
| 12x12 ft....about 56 pounds.. | | \$70 24 |
| 12x13 ft.....".....61....." | | 76 09 |
| 12x14 ft.....".....65....." | | 81 94 |
| 12x15 ft.....".....70....." | | 87 80 |

RUNNERS — Stair, Hall ANY LENGTH
For Each Foot in Length:

27 ins. wide.....1 pound.....**\$1.21**

SPECIAL SIZES woven in following
WIDTHS by ANY LENGTH at
the prices shown below:

For Each Foot in Length:

| | | | |
|-----------------|--------------|--------|---------------|
| 6 ft. wide..... | 2 1/4 | pounds | \$3.15 |
| 8 ft." | 3 | " | 4.19 |
| 9 ft." | 3 1/2 | " | 4.61 |
| 11 ft." | 4 1/4 | " | 5.77 |
| 12 ft." | 4 3/4 | " | 6.15 |

Above weights are 1/4 less than required. We add NEW WOOLS to make up the difference at no extra charge.

"Your Old Rugs,
Carpets, Clothing,
Are Too Valuable
To Waste"

Number 92102 →

Temporarily DISCONTINUED

Authentic Colonial For Rich, Mellow Charm

WHY put up with worn rugs when you can send them away to the Olson factory and receive a rug as charmingly modern as the "Colonial" rug shown here? We consider this one of the loveliest reproductions of that mellow, graceful period. The soft, rich colors are so varied that they will blend perfectly with any decorating scheme, adding a note of colorful freshness to your home. And the prices are a pleasant reminder that good taste need not be measured by price. You risk nothing by a trial. We guarantee satisfaction or your money back. Every rug is woven Seamless and Reversible with a small, neat "finished" border all around.

◀ SIZES, PRICES on Opposite Page



← Number 41141

"Fern Leaf" Stunning Modern Design

HERE is the last word in modern rug styling achieved by Olson craftsmen. The graceful fern leaves, in dark Hunter Green, present a charming contrast to the lighter Moss Green field—while accents of deep Pine Green and delicate tones of Sage add depth and character. Unlike ordinary one-sided store rugs, these deep-textured Olson Seamless Reversible Broadloom Rugs are *not* cut from rolls. Every rug is woven complete with a finished border all around. Send us your old materials and beautify your home at *half* the cost.

◀ SIZES, PRICES on Opposite Page



Number 28148

18th Century Broadloom Loveliness

An exquisite, colorful, 18th Century floral design that will bring to your home all the dignity and graciousness of "The Golden Age of Taste." While perfectly suited for 18th Century French, English, Victorian or Georgian rooms, it is also the perfect rug for less formal rooms of mixed periods. The beautiful colors and the grace of this fine design on a deep, rich, wine red background will bring out the charm of other furnishings. Regardless of size, every rug is woven complete with a finished border. Seamless and Reversible for double luxury underfoot.

SEND US YOUR OLD CARPETS, RUGS, CLOTHING

| SIZES | MATERIAL | PRICES |
|-----------------------------------|----------|----------------|
| SEND | | |
| 27x42 in....about 3 pounds.. | | \$4.03 |
| 30x54 in....."....4....."..... | | 5.76 |
| 36x63 in....."....6....."..... | | 8.07 |
| 27 in. x 6 ft.6 pounds.. | | \$7.26 |
| 27 in. x 9 ft.9....."..... | | 10.89 |
| 27 in. x 12 ft.12....."..... | | 14.52 |
| 27 in. x 15 ft.15....."..... | | 18.15 |
| 4x7 ft.....about 11 pounds.. | | \$14.90 |
| 6x9 ft....."....21....."..... | | 27.00 |
| 8x10 ft....."....30....."..... | | 40.00 |
| 9x9 ft.....about 31 pounds.. | | \$39.51 |
| 9x10 ft....."....34....."..... | | 43.90 |
| 9x11 ft....."....38....."..... | | 48.29 |
| 9x12 ft....."....42....."..... | | 52.68 |
| 9x13 ft....."....45....."..... | | 57.07 |
| 9x14 ft....."....49....."..... | | 61.46 |
| 9x15 ft....."....52....."..... | | 65.85 |
| 9x16 ft....."....56....."..... | | 70.24 |
| 9x17 ft....."....59....."..... | | 74.63 |
| 9x18 ft....."....62....."..... | | 79.02 |
| 11x11 ft....about 47 pounds.. | | \$60.49 |
| 11x12 ft....."....51....."..... | | 65.99 |
| 11x13 ft....."....55....."..... | | 71.49 |
| 11x14 ft....."....60....."..... | | 77.00 |
| 11x15 ft....."....64....."..... | | 82.49 |

RUNNERS — Stair, Hall
ANY LENGTH
For Each Foot in Length:

27 ins. wide.....1 pound.....**\$1.21**

SPECIAL SIZES woven in following
WIDTHS by ANY LENGTH at
the prices shown below:

For Each Foot in Length:
9 ft. wide.....3 1/2 pounds.....**\$4.61**
11 ft.".....4 1/4.....".....**5.77**

Above weights are 1/4 less than required. We add NEW WOOLS to make up the difference at no extra charge.



"Very Much Pleased"

"I received my rug and was very much pleased to note the richness of color in it. Your book does not half do it justice. It is so luxurious to walk on."

Mrs. F. G. Aubrey, Norwich, Conn.

"Best Buy On Market"

"We are delighted with the rich texture, deep luxury underfoot and soft color of our Olson Rug. It exceeds our expectations. The service is great. It is really more simple than shopping local stores for rugs. Olson Rugs are the best buy on the market."

Mrs. G. Neal, Chattanooga, Tenn.

NATION'S LEADING MAGAZINES Stand Back of the Olson Guarantee

THROUGH THE
PAGES OF
AMERICA'S GREAT
MAGAZINES,
OLSON RUGS
HAVE BEEN A
HOUSEHOLD
WORD FOR OVER
HALF A CENTURY



Olson Rugs have been advertised in Good Housekeeping for years. The above guarantee is double assurance of your satisfaction.



RIGHT: House & Garden's Seal awarded Olson Rugs for style, quality and value.

You Do Not Risk One Penny

We print here only a few of the many national Magazines in which we advertise Olson Rugs

GOOD HOUSEKEEPING GUARANTY

"This is Your Guaranty. Each product and service advertised in this issue of Good Housekeeping is guaranteed to this extent: *If not as advertised herein, it will, upon request and verification of your complaint, be replaced or your money refunded.*"

McCALL'S

"McCall's will not knowingly insert advertisements from other than reliable firms."

"BETTER HOMES & GARDENS

... guarantees money back or satisfactory adjustment if you buy any article of merchandise that is not as advertised therein."

"PARENTS' MAGAZINE" . . .

... conscientiously endeavors, through its Consumer Service Bureau, to apply high standards in passing on products to be advertised therein, and to open its pages only to useful products made by responsible manufacturers"

WOMAN'S HOME COMPANION

"The appearance of an advertisement in Woman's Home Companion is a specific warranty of the product advertised and of the integrity of the house sponsoring the advertisement. Only those products which live up to the claims made for them can be advertised in these pages."

"SUCCESSFUL FARMING GUARANTEES" . . .

... money back or satisfactory adjustment if you buy any article of merchandise that is not as advertised therein."

FARM JOURNAL

"FAIR PLAY: We believe that all the advertisements in this magazine are trustworthy."

MAGAZINE EDITORS - RADIO HOMEMAKERS PRAISE OLSON REVERSIBLE RUGS



from WLS, Chicago

"... We are glad to have the privilege of telling our listeners about Olson Rugs. The craftsmanship which goes into their manufacture is especially interesting." —

Harriet Hester.

from BETTER HOMES & GARDENS

"Think of being able to use old carpets and materials to obtain such delightful rugs as these . . . it's really an excellent way to use up old carpeting."

from WBZ, Boston

"Today one does not need to sacrifice smartness for economy. Through the use of luxurious, deep-piled Olson Broadloom Rugs, rooms take on new glamour and interest. Years of experience have shown women that Olson Rugs keep their color and wear long and well." — Mildred Carlson.

from GOOD HOUSEKEEPING

"... For the floor we found a perfect rug combining tan with soft orange, taupe, rust and turquoise in the Cape Cod design. It is made of old rugs, thoroughly cleaned, and was inexpensive."

from WJSV, Washington, D. C.

"An 'Olson' is a brilliant addition to any room. It gives a room real character with its skillful blending of colors and design and its deep cushiony feel. And to top it all, an 'Olson' is tops in durability." — Elinor Lee.

from HOUSEHOLD MAGAZINE

"... they are real rugs of excellent grade and bear no trace of their former estate."

from COUNTRY GENTLEMAN

"It looks like an expensive, deep-piled broadloom. It was quite inexpensive . . . woven of old carpets and clothing."



from KDKA, Pittsburgh

"Did you ever know a woman not as pleased as Punch when she makes over last year's frock into something new and smart for this season? There's the same satisfaction when she finds she can make use of old materials for a modern Olson rug." — Janet Ross.

from KFNF, Shenandoah, Iowa

"The broadloom weave, the deep nap on both sides, assuring double wear, are features of more than ordinary interest. Olson Rugs should merit the attention of every homemaker." — Eloise Sullivan.

from WOMAN'S WORLD

"... the weavers are particularly clever in reproducing the frieze effect of expensive broadlooms and you can have almost any smart color you choose. These rugs are heavy, durable and grand for any room."

NO OTHER RUGS Offer You SO MUCH for SO LITTLE!....

HERE ARE SEVENTEEN REASONS WHY!

- 1 **You Furnish Materials** thus saving a large part of the cost of your rugs.
- 2 **You Deal Direct With the Factory** which means YOU eliminate wholesalers, jobbers and retailers profits, expenses, rents, salaries, etc.—a big saving.
- 3 **You Order by Mail** direct from the Factory, the most economical method of buying ever devised.
- 4 **Two Rugs in One.** When one side is worn you have another fresh, new, deep-nap surface on the other side with colors and patterns undimmed by use.
- 5 **Twice As Soft Underfoot**—thrilling luxury.
- 6 **You Can Turn Olson Rugs 4 Ways** to distribute the wear. One-sided rugs can be turned around only once.
- 7 **No Pads Are Needed** under Reversible Olson Rugs—another big saving.
- 8 **They Are Closely, Firmly Woven** with plenty of body to make them lay smooth. An Olson Rug is easy to clean.
- 9 **33 to 50 per cent More Materials** in Olson Rugs than in most inexpensive one-sided store rugs of the same price. As easy to handle as a fine Wilton.
- 10 **Woven Seamless** in one piece up to 16 feet wide, and any length. No seams to wear threadbare.
- 11 **Richer Textured Weave** that resists footmarks. Only in the expensive broadloom weaves will you find so much richness of texture and character.
- 12 **Best Grade Dyes** are used in all Olson Rugs to insure beauty through the years.
- 13 **Yarns Are Double Twisted** by our special Olson Process to insure a surface that will withstand many more

"DON'T YOU LOVE OUR NEW OLSON BROADLOOM RUGS? SO SOFT AND RICH LOOKING. AND BEST OF ALL THEY ARE REVERSIBLE!"

"MARY, YOU'RE A WONDER! THEY'RE BEAUTIFUL! AND TO THINK YOU SAVED ALMOST HALF THE MONEY WE PLANNED TO SPEND."



years of wear—almost twice as long as ordinary, thin, one-sided rugs.

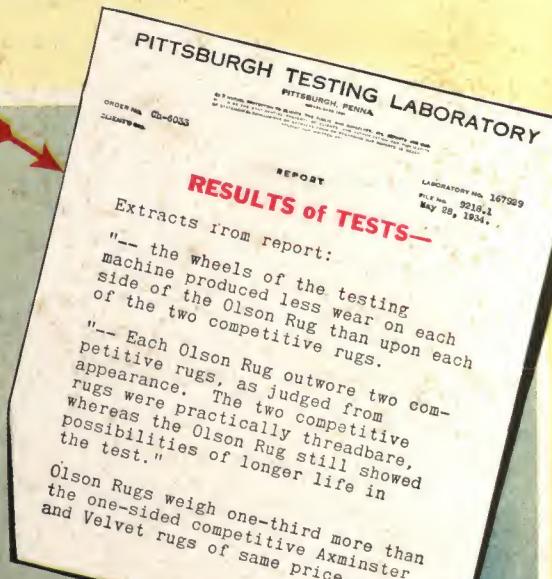
- 14 **Widest Selection of Colors, Patterns.** Complete display of all the smart, new effects. Many exclusive colors, patterns and blends.
- 15 **Special and Large Sizes** are custom woven as "finished" rugs to correctly fit any room—not just cut from rolls and the ends sewed up as most carpets sold in stores are today.
- 16 **Satisfaction Guaranteed** or money back. (Center page.) You risk nothing by a trial. Over 2 million customers.
- 17 **Three Fourths of a Century of Experience** as rug manufacturers. An organization of "rug specialists" constantly working on improvements.

"JUST THINK! WHEN GRANDMA WAS A LITTLE GIRL SHE PLAYED ON OLSON RUGS. SO DID I, AND NOW YOU CHILDREN WILL HAVE THE LOVELIEST OLSON RUGS OF ALL!"

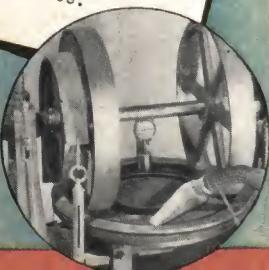


HERE'S PROOF That Olson Reversible Rugs Last Twice as Long

The Pittsburgh Testing Laboratory, outstanding engineers and chemists for nearly sixty years, made these tests on a government type testing machine designed by U. S. Bureau of Standards at Washington. They chose two 9 x 12 ft. Olson Rugs about to be shipped to customers and compared them with two 9 x 12 ft. rugs bought by mail from other sources and selected because they resembled in color and pattern and were identical in price to the Olson Rugs.



"Wear Test" machine designed by U. S. Bureau of Standards.



OLSON RUG CO.

New York

CHICAGO

San Francisco

Number 46346 →

Floral Loveliness

THE BEAUTIFUL colors and the grace of this lovely design on a soft green background will bring colorful charm and graciousness to any room. A luxuriously soft, seamless, two-sided broadloom rug that will give double luxury underfoot and double your money's worth. Send your materials and see for yourself. You risk nothing.

← SIZES, PRICES on Opposite Page



← Number 74357

Embossed Effect in Smart Scroll Design

WOULDN'T you love to spread a luxurious, deep-textured, seamless, two-sided broadloom rug like this across your floors? So skillfully have our artists arranged the colors in this lovely, modern scroll pattern that it gives the costly effect of an embossed rug with its highlights and shadows. The fashionable new shades of Rose have been combined with rose-tone Raisin shades to create this practical, all-purpose rug.

← SIZES, PRICES on Opposite Page



LUXURIOUS Broadloom,
woven Seamless and
Reversible for Double Wear
and Luxury.



Number 7431

A Pastel Rose for up-to-date Beauty

HERE is the delightful new rug color that has won such spectacular popularity with exclusive decorators and fashionable home-makers everywhere. It is hard to imagine a lovelier background for other furnishings regardless of period or style. A smart, up-to-date pastel color that is practical, restful and easy to live with in any room.

It has richness of character and an expensive looking twist weave texture effect that is very appealing.

We can give you sizes to fit every conceivable room—many sizes you can't get elsewhere. Why pay high retail prices when you can save up to half and have finer Broadloom rugs, woven Reversible, by sending your old materials to the Olson Factory?



| SIZES | MATERIAL | PRICES |
|-------------------------------|----------|----------------|
| 27x42 in....about 3 pounds.. | SEND | \$4 48 |
| 30x54 in..... 4..... " | | 6 27 |
| 36x63 in..... 6..... " | | 8 56 |
| 4x5 ft.....about 7 pounds.. | | \$10 11 |
| 4x6 ft..... 9..... " | | 12 13 |
| 4x7 ft..... 11..... " | | 14 16 |
| 5x6 ft.....about 12 pounds.. | | \$15 16 |
| 5x7 ft..... 14..... " | | 17 67 |
| 5x8 ft..... 15..... " | | 20 21 |
| 5x9 ft..... 17..... " | | 22 74 |
| 6x7 ft.....about 16 pounds.. | | \$21 22 |
| 6x8 ft..... 19..... " | | 24 24 |
| 6x9 ft..... 21..... " | | 27 28 |
| 6x10 ft..... 22..... " | | 30 30 |
| 7x9 ft.....about 25 pounds.. | | \$31 83 |
| 7x10 ft..... 27..... " | | 35 36 |
| 8x8 ft.....about 25 pounds.. | | \$32 33 |
| 8x9 ft..... 27..... " | | 36 38 |
| 8x10 ft..... 30..... " | | 40 41 |
| 8x11 ft..... 34..... " | | 44 45 |
| 9x9 ft.....about 31 pounds.. | | \$39 93 |
| 9x10 ft..... 34..... " | | 44 35 |
| 9x11 ft..... 38..... " | | 48 79 |
| 9x12 ft..... 42..... " | | 53 23 |
| 9x13 ft..... 45..... " | | 57 66 |
| 9x14 ft..... 49..... " | | 62 10 |
| 9x15 ft..... 52..... " | | 66 54 |
| 9x16 ft..... 56..... " | | 70 97 |
| 9x17 ft..... 59..... " | | 75 41 |
| 9x18 ft..... 62..... " | | 79 85 |
| 10x10 ft....about 39 pounds.. | | \$50 53 |
| 10x11 ft..... 43..... " | | 55 57 |
| 10x12 ft..... 47..... " | | 60 63 |
| 10x13 ft..... 51..... " | | 65 67 |
| 10x14 ft..... 54..... " | | 70 72 |
| 11x11 ft....about 47 pounds.. | | \$61 12 |
| 11x12 ft..... 51..... " | | 66 68 |
| 11x13 ft..... 55..... " | | 72 24 |
| 11x14 ft..... 60..... " | | 77 81 |
| 11x15 ft..... 64..... " | | 83 36 |
| 12x12 ft....about 56 pounds.. | | \$70 97 |
| 12x13 ft..... 61..... " | | 76 89 |
| 12x14 ft..... 65..... " | | 82 81 |
| 12x15 ft..... 70..... " | | 88 72 |

RUNNERS—Stair, Hall

For Each Foot in Length:

| | | |
|---------------------|---------|---------------|
| 27 ins. wide..... 1 | pound.. | \$1.33 |
| 36 ins. 1 1/4 | " | 1.71 |

SPECIAL SIZES woven in following
WIDTHS by ANY LENGTH at
prices shown below:

For Each Foot in Length:

| | | |
|------------------------|--------|---------------|
| 4 ft. wide..... 1 1/2 | pounds | \$2.12 |
| 5 ft. 2..... | " | 2.66 |
| 6 ft. 2 1/4..... | " | 3.18 |
| 7 ft. 2 3/4..... | " | 3.71 |
| 8 ft. 3..... | " | 4.24 |
| 9 ft. 3 1/2..... | " | 4.67 |
| 10 ft. 4..... | " | 5.29 |
| 11 ft. 4 1/4..... | " | 5.83 |
| 12 ft. 4 3/4..... | " | 6.21 |
| 13 ft. 5..... | " | 6.90 |
| 14 ft. 5 1/2..... | " | 7.42 |
| 15 ft. 5 3/4..... | " | 7.94 |
| 16 ft. 6 1/4..... | " | 8.48 |

Above weights are 1/4 less than required. We add **NEW WOOLS** to make up the difference at no extra charge.



Number 8831

Two-Tone Grey is Latest Style News

GREY is the smart, new color so highly favored by fashion-wise homemakers and featured in leading magazines.

You will enjoy this broadloom rug for its rich, deep-piled texture on both sides and the atmosphere of gracious charm it imparts. You will be doubly pleased the way this neutral color adapts itself to all styles of furnishings, making an ideal background for an almost unlimited choice of color schemes and decorative accents.

Two softly blended, warm tones of grey are combined to make this seamless, reversible rug "beauty."

Why not save up to $\frac{1}{2}$ by sending us your old rugs, clothing?



| SIZES | MATERIAL | PRICES |
|-------------------------------|-------------|----------------|
| 27x42 in....about 3 pounds.. | SEND | \$4.48 |
| 30x54 in...." 4 " | | 627 |
| 36x63 in...." 6 " | | 856 |
| 4x5 ft....about 7 pounds.. | | \$10.11 |
| 4x6 ft...." 9 " | | 12.13 |
| 4x7 ft...." 11 " | | 14.16 |
| 5x6 ft....about 12 pounds.. | | \$15.16 |
| 5x7 ft...." 14 " | | 17.67 |
| 5x8 ft...." 15 " | | 20.21 |
| 5x9 ft...." 17 " | | 22.74 |
| 6x7 ft....about 16 pounds.. | | \$21.22 |
| 6x8 ft...." 19 " | | 24.24 |
| 6x9 ft...." 21 " | | 27.28 |
| 6x10 ft...." 22 " | | 30.30 |
| 7x9 ft....about 25 pounds.. | | \$31.83 |
| 7x10 ft...." 27 " | | 35.36 |
| 8x8 ft....about 25 pounds.. | | \$32.33 |
| 8x9 ft...." 27 " | | 36.38 |
| 8x10 ft...." 30 " | | 40.41 |
| 8x11 ft...." 34 " | | 44.45 |
| 9x9 ft....about 31 pounds.. | | \$39.93 |
| 9x10 ft...." 34 " | | 44.35 |
| 9x11 ft...." 38 " | | 48.79 |
| 9x12 ft...." 42 " | | 53.23 |
| 9x13 ft...." 45 " | | 57.66 |
| 9x14 ft...." 49 " | | 62.10 |
| 9x15 ft...." 52 " | | 66.54 |
| 9x16 ft...." 56 " | | 70.97 |
| 9x17 ft...." 59 " | | 75.41 |
| 9x18 ft...." 62 " | | 79.85 |
| 10x10 ft....about 39 pounds.. | | \$50.53 |
| 10x11 ft...." 43 " | | 55.57 |
| 10x12 ft...." 47 " | | 60.63 |
| 10x13 ft...." 51 " | | 65.67 |
| 10x14 ft...." 54 " | | 70.72 |
| 11x11 ft....about 47 pounds.. | | \$61.12 |
| 11x12 ft...." 51 " | | 66.68 |
| 11x13 ft...." 55 " | | 72.24 |
| 11x14 ft...." 60 " | | 77.81 |
| 11x15 ft...." 64 " | | 83.36 |
| 12x12 ft....about 56 pounds.. | | \$70.97 |
| 12x13 ft...." 61 " | | 76.89 |
| 12x14 ft...." 65 " | | 82.81 |
| 12x15 ft...." 70 " | | 88.72 |

RUNNERS—Stair, Hall

For Each Foot in Length:

| | | |
|-------------------|-------------------------|---------------|
| 27 ins. wide..... | 1 pound.. | \$1.33 |
| 36 ins..... | 1 $\frac{1}{4}$ " | 1.71 |

SPECIAL SIZES woven in following WIDTHS by ANY LENGTH at prices shown below:

For Each Foot in Length:

| | | |
|-----------------|---|---------------|
| 4 ft. wide..... | 1$\frac{1}{2}$ pounds | \$2.12 |
| 5 ft. "..... | 2 " | 2.66 |
| 6 ft. "..... | 2 $\frac{1}{4}$ " | 3.18 |
| 7 ft. "..... | 2 $\frac{3}{4}$ " | 3.71 |
| 8 ft. "..... | 3 " | 4.24 |
| 9 ft. "..... | 3 $\frac{1}{2}$ " | 4.67 |
| 10 ft. "..... | 4 " | 5.29 |
| 11 ft. "..... | 4 $\frac{1}{4}$ " | 5.83 |
| 12 ft. "..... | 4 $\frac{3}{4}$ " | 6.21 |
| 13 ft. "..... | 5 " | 6.90 |
| 14 ft. "..... | 5 $\frac{1}{2}$ " | 7.42 |
| 15 ft. "..... | 5 $\frac{3}{4}$ " | 7.94 |
| 16 ft. "..... | 6 $\frac{1}{4}$ " | 8.48 |

Above weights are $\frac{1}{4}$ less than required. We add NEW WOOLS to make up the difference at no extra charge.

Celebrating
Our 75th Anniversary

OLSON RUG COMPANY

Manufacturers of Beautiful New Rugs from Old

CHICAGO. NEW YORK SAN FRANCISCO

Get Out Your Olson Catalog
and Put in These New Pages!

Here are four new colors and patterns to add to those already in your catalog — 48 in all to select from.

Today, everyone is giving more thought to "Value". In the coming weeks, thousands of thrifty women will beautify their homes with lovely Olson Rugs at ...

... SAVINGS TOO BIG TO BE MISSED!

Why not be among them? Women in the habit of spending far more for rugs are now sending us their materials because they find in Olson Rugs ALL THE ESSENTIALS OF FINE, MODERN RUGS AT SAVINGS UP TO 1/2!

With new carpet wool prices sky high, American women realize that the valuable materials in their old rugs and clothing save them more than ever. No wonder the popularity of Olson Rugs is so great. There is 33% to 50% more material in Olson Reversible Rugs than in most one-sided rugs anywhere near our low factory-to-you prices.

ORDER NOW AND SAVE — YOU RISK NOTHING

Why not look through your Olson catalog now and select the rugs you like best. The same low prices are still in effect. Roll up your old materials and send them to me, at my expense, and let me send you a new rug for your living room, dining room, hall, stair or bedroom and PROVE TO YOU AT MY RISK that Olson Rugs are as fine as I say. You are not obligated to keep any rug if you are not delighted.

PROMPT DELIVERY. ORDERS COMPLETED IN ONE WEEK

The additional machinery needed to keep up with the big demand for Olson Rugs has all been installed and put into operation. Most sizes and patterns are now COMPLETED IN ONE WEEK. "Special Sizes" require a few days longer.

Sincerely yours,
Haller Olson
President

IF YOU HAVE LOANED OR MISLAID YOUR OLSON CATALOG
and you need another, just drop us a line.

| SIZES | MATERIAL | PRICES |
|-------------------------------|----------|---------|
| SEND | | |
| 27x42 in....about 3 pounds... | | \$4.98 |
| 30x54 in...."....4"...." | | 6.99 |
| 36x63 in...."....6"...." | | 9.56 |
| 27 in. x 6 ft."....6 pounds.. | | 59.06 |
| 27 in. x 9 ft."....9"...." | | 13.59 |
| 27 in. x 12 ft."....12"...." | | 18.12 |
| 27 in. x 15 ft."....15"...." | | 22.65 |
| 4x7 ft.....about 11 pounds.. | | \$15.80 |
| 6x9 ft....."....21"...." | | 30.48 |
| 8x10 ft....."....30"...." | | 45.15 |
| 9x9 ft.....about 31 pounds.. | | \$44.60 |
| 9x10 ft....."....34"...." | | 49.56 |
| 9x11 ft....."....38"...." | | 54.50 |
| 9x12 ft....."....42"...." | | 59.46 |
| 9x13 ft....."....45"...." | | 64.41 |
| 9x14 ft....."....49"...." | | 69.37 |
| 9x15 ft....."....52"...." | | 74.33 |
| 9x16 ft....."....56"...." | | 79.28 |
| 9x17 ft....."....59"...." | | 84.24 |
| 9x18 ft....."....62"...." | | 89.19 |
| 11x11 ft....about 47 pounds.. | | \$68.27 |
| 11x12 ft....."....51"...." | | 74.49 |
| 11x13 ft....."....55"...." | | 80.69 |
| 11x14 ft....."....60"...." | | 86.91 |
| 11x15 ft....."....64"...." | | 93.11 |
| 13x13 ft....about 65 pounds.. | | \$95.32 |
| 13x14 ft....."....70"...." | | 102.65 |
| 13x15 ft....."....75"...." | | 109.98 |
| 13x16 ft....."....80"...." | | 117.31 |

RUNNERS — Stair, Hall

For Each Foot in Length:
27 ins. wide.....1 pound.....\$1.51

SPECIAL SIZES woven in following
WIDTHS by ANY LENGTH at
the prices shown below:

For Each Foot in Length:
9 ft. wide.....3½ pounds.....\$5.20
11 ft...."....4½"....".....6.51
13 ft...."....5"....".....7.70

Above weights are 1/4 less than required. We add NEW WOOLS to make up the difference at no extra charge.



"Friends Intend Ordering"

"I am delighted with my Olson rugs. They are far handsomer than I expected and I am sure they will give years of satisfaction. My white pup likes to sleep on them. Can't say I blame him; he, too, chooses the best. A number of friends intend ordering an Olson Rug—just from seeing mine."

Mrs. E. B. Thornton, Andover, Mass.

OLSON RUG CO.